

BATTLE OF THE FOOTBALL TITANS—PAGES 14-15

VOL. XL, NO. 14

NOVEMBER 17, 1934

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MID-WEEK PICTORIAL

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A STRANGE BIRD OVER WASHINGTON

The Wingless Auto-
giro Flying Over the
Lincoln Memorial in
Its Demonstration for
the Army War
College.

(© Aero Service Corporation.)

MANHATTAN NIGHT



PILLARS OF LIGHT IN THE CITY NIGHT: A VIEW OF THE SKYSCRAPERS OF MIDTOWN MANHATTAN, as Photographed From the Top of the Twenty-Story Building at 400 East Fifty-seventh Street, Looking Toward the Southwest. At the Left Is the Empire State Building, the Twin Towers in Shadow Near the Centre Are Atop the Hotel Waldorf-Astoria, and at the Right Are the Towers of Rockefeller Center. (Times Wide World Photos.)

THE LIGHTS OF THE NEW YORK CITY OF 1934 ABOVE THE OLD DUTCH CITY: THE BATTERY AND THE SITE OF THE FIRST WHITE SETTLEMENT ON MANHATTAN ISLAND,

Photographed From the Sixty-sixth Story of the Sixty Wall Street Tower at Sunset. In the Foreground (at the Left) Is the Tower of the City Bank Farmer's Trust Company. The Custom House, With the Aquarium Just Beyond It, Is in the Centre of the Picture. Liberty, Staten Island and the Kill van Kull Are at the Top of the Picture.





MID-WEEK PICTORIAL

"NEWS OF THE WORLD
IN PICTURES"

VOL. XL, NO. 14

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ARMISTICE DAY IN WASHINGTON

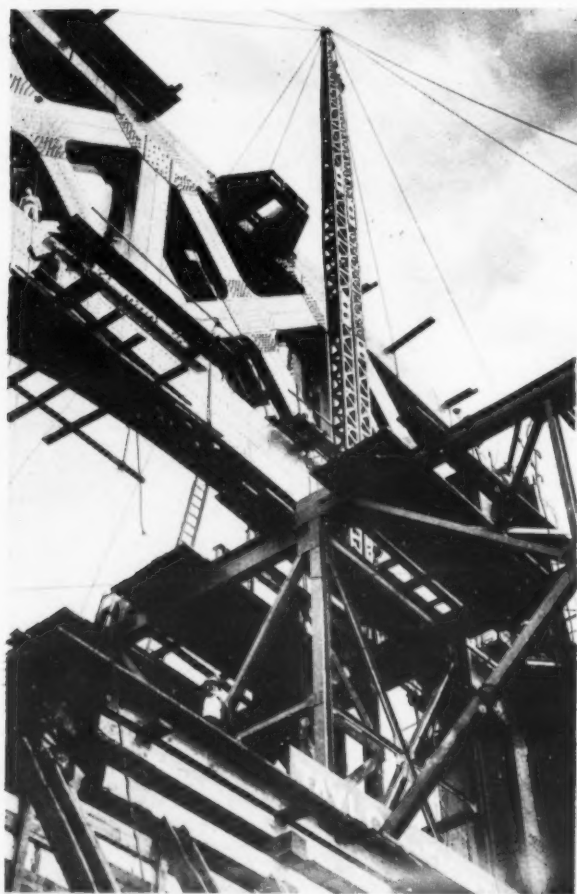
President Roosevelt at the Tomb of the Unknown Soldier as the National Anthem Is Played.

(Times Wide World Photos, Washington Bureau.)

PWA ACTION: NEW YORK'S 17,710-FOOT BRIDGE



AN ADVANCE SHOWING OF NEW YORK CITY'S NEWEST GREAT BRIDGE: THE THREE-MILE TRIBOROUGH BRIDGE
 Drawn in White on an Aerial Photograph to Show How It Will Appear When Completed in 1936. (© Aerial Explorations.)

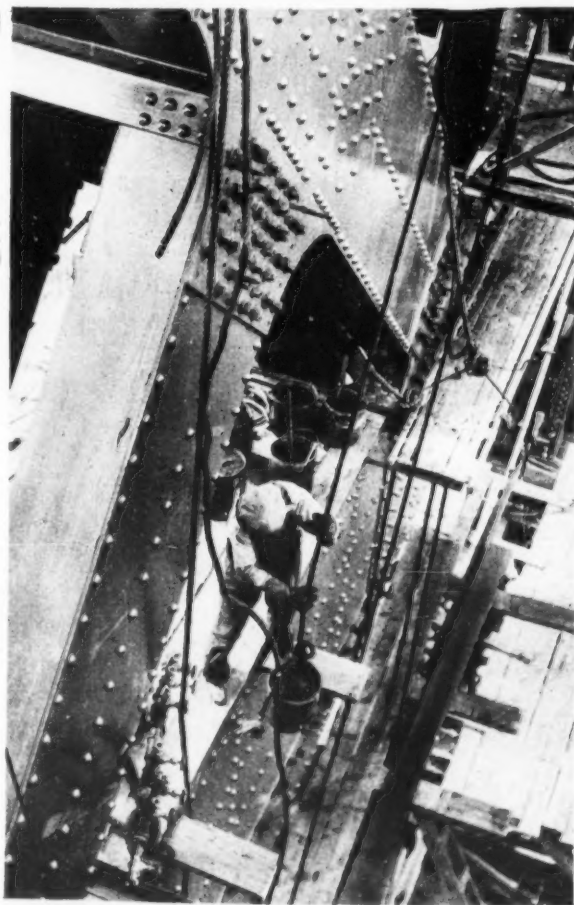


A NEW MOUNTAIN OF STEEL ON THE WATER-FRONT OF NEW YORK: A VIEW OF THE WARDS ISLAND TOWER
 Of the Triborough Bridge, Now Nearing Its Height of 300 Feet to Carry Its Share of the Suspension Span Over Hell Gate.

IN New York City the gigantic structure now under construction to link Manhattan Island, the Bronx and Queens is known as the Triborough Bridge but instead of being one bridge it really consists of four bridges, with a broad, sky-striding connecting thoroughfare thrown in for good measure. Its total length is to be 17,710 feet, well over three miles if you find it easier to visualize that way, and it will have cost something like \$45,000,000 by the time it is ready for vehicular traffic about the middle of 1936.

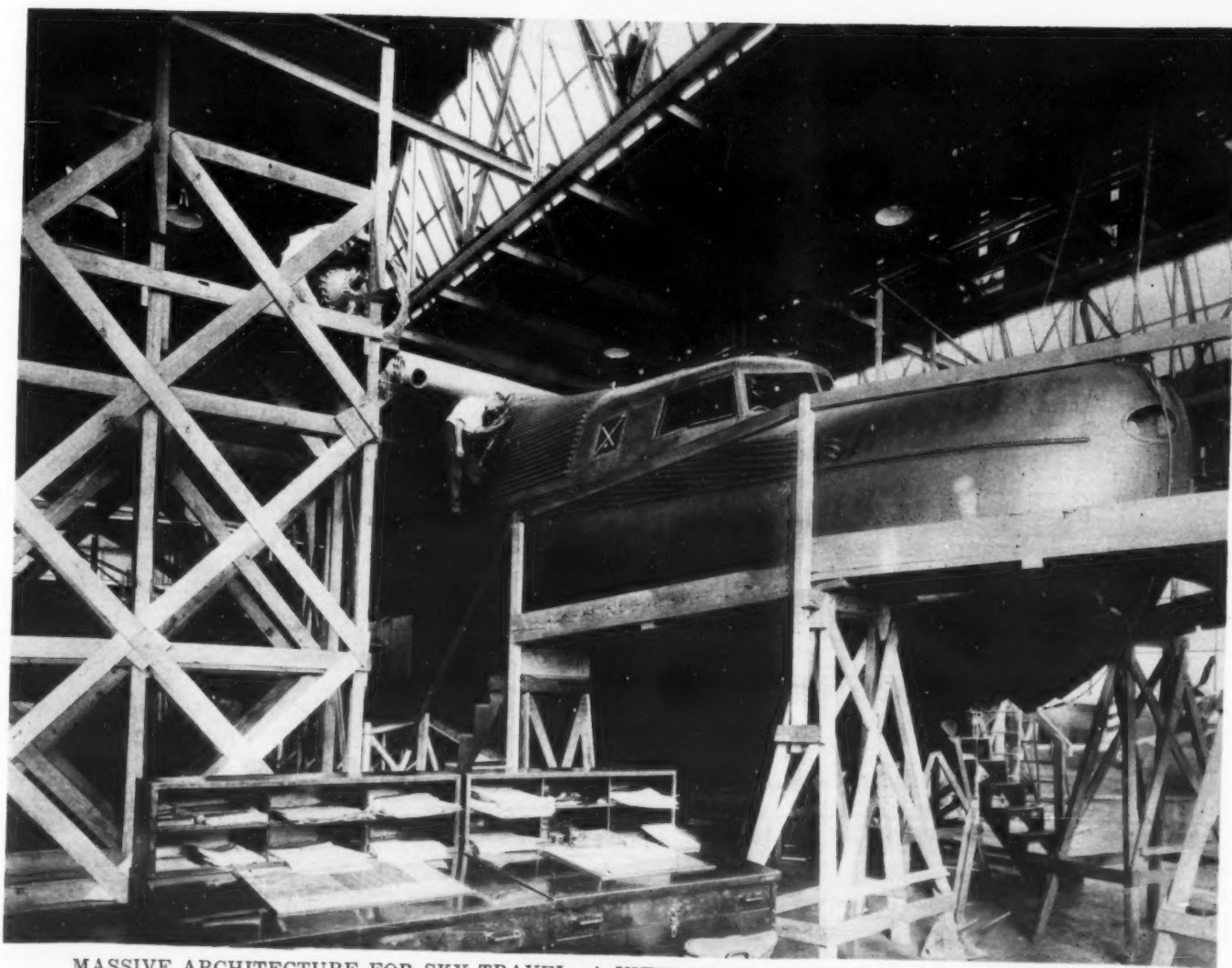
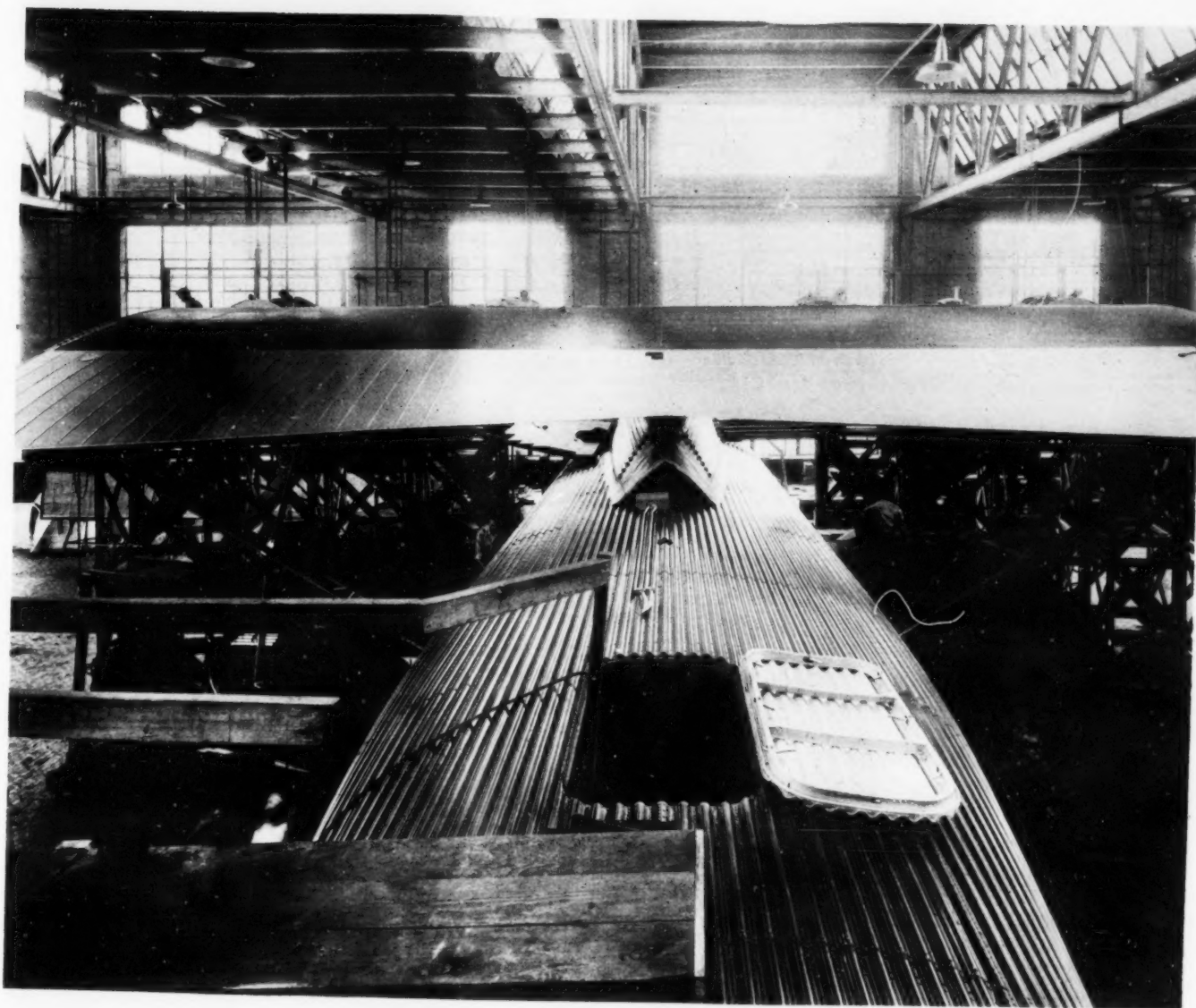
Starting from the mainland it will hop to Randalls Island, skip to Wards Island and jump to Long Island by way of spans over Bronx Kills and Little Hell Gate, and a suspension span 1,380 feet between towers across Hell Gate. The connection with Manhattan will be by way of a span over the Harlem River from Wards Island which by itself would be a sizable bridge.

The building of the bridge at this time is a part of the PWA program for increasing employment. About 3,000 men will find jobs at the site of the operation during the peak activity and possibly 5,000 in mills, quarries and shops in producing the materials required for the immense structure.



ON THE JOB OVERLOOKING HELL GATE: A STEEL WORKER
 Busy on the Wards Island Tower. The Bridge Provides Peak Employment for 8,000 Men, Directly and Indirectly.

"The Queen Mary of the Air"



A NEW "WORLD'S
LARGEST" AIRLINER
NEARS THE LAUNCH-
ING STAGE: CLIPPER
NO. 7,

Which Will Be Capable of
Flying Mail and Passen-
gers Across the Atlantic
or Pacific at a Speed of
180 Miles an Hour, As-
suming Completed Form
at the Plant of the Glenn
L. Martin Company Near
Baltimore After Two
Years of Closely Guarded
Construction. It Is to Be
Used by Pan American
Airways and Is to Be
Ready for Flying Tests in
December.

(Times Wide World Photos.)

MASSIVE ARCHITECTURE FOR SKY TRAVEL: A VIEW OF THE NEWEST FLYING CLIPPER SHIP,
Which on Present Routes Can Carry Fifty Passengers, a Crew of Six and Two Tons of Mail and Express.
(Times Wide World Photos.)



"POSTED AT LLOYD'S": WORLD INSURANCE CENTRE

A BUSY DAY IN THE WORLD'S LARGEST INSURANCE EXCHANGE: THE UNDERWRITERS' ROOM IN LLOYD'S, Which Started in a London Coffee House and Now Is Housed in a Magnificent Building.



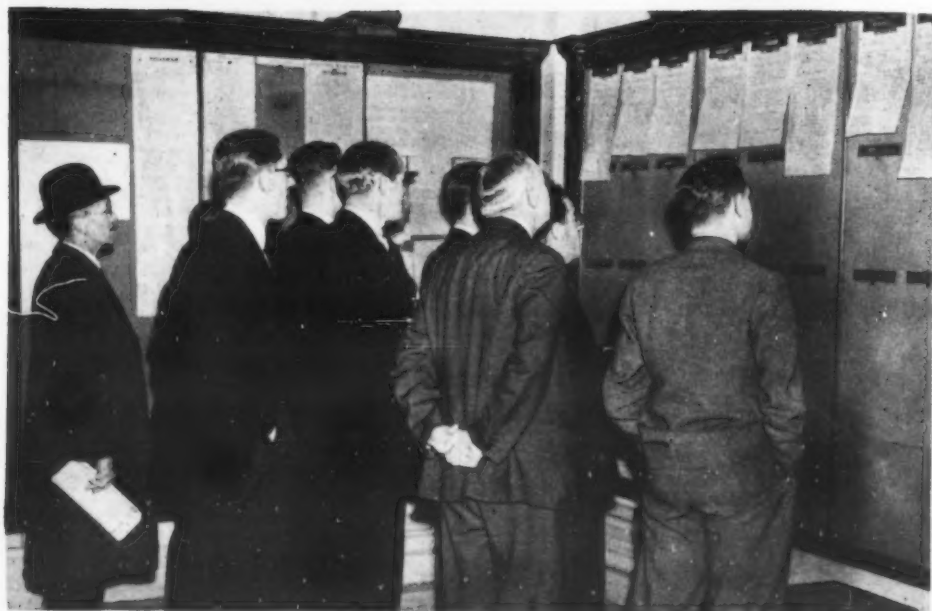
AT Lloyd's in London writing a policy for a husband who wishes to be insured against the arrival of twins is an every-day affair and \$250,000 insurance on the golden smile of an actress causes no great amount of comment. At Lloyd's one can obtain insurance against almost any mischance to which the fortunes of humans are subject.

Lloyd's itself does not write insurance. It is not a society or an association, but a corporation whose 1,300 members do business in its rooms in the \$7,500,000 home in Leadenhall Street to which it moved from the Royal Exchange in 1928. Though in some recent years the amount of "miscellaneous" insurance written here has exceeded that on shipping, it is as the world centre for marine insurance that Lloyd's has been famous through the centuries

since mariners and insurance first made their headquarters at the coffee house of Edward Lloyd. It was in 1770, after scandals over gambling policies, that seventy-five brokers and underwriters moved into the Royal Exchange under the name of "New Lloyd's Coffee House" and formed the present Lloyd's.

"Posted at Lloyd's" is accepted as the final word regarding the fate of ships at sea. In its big "Loss Book" are inscribed an average of 3,000 marine disasters a year and in every port of the world it has its agents to report on the movements of ships. Between 3,000 and 4,000 dispatches are received daily by telegraph, cable and radio, and so accurate are its reports considered that the posting of a ship as missing means that the families of the crew can look on them as dead and probate their wills.

A SHIPPING DISASTER ANYWHERE IN THE WORLD LEAVES ITS MARK: A LLOYD'S EMPLOYEE Keeping Up to Date the "Loss Book," in Which Casualties Are Written Off.



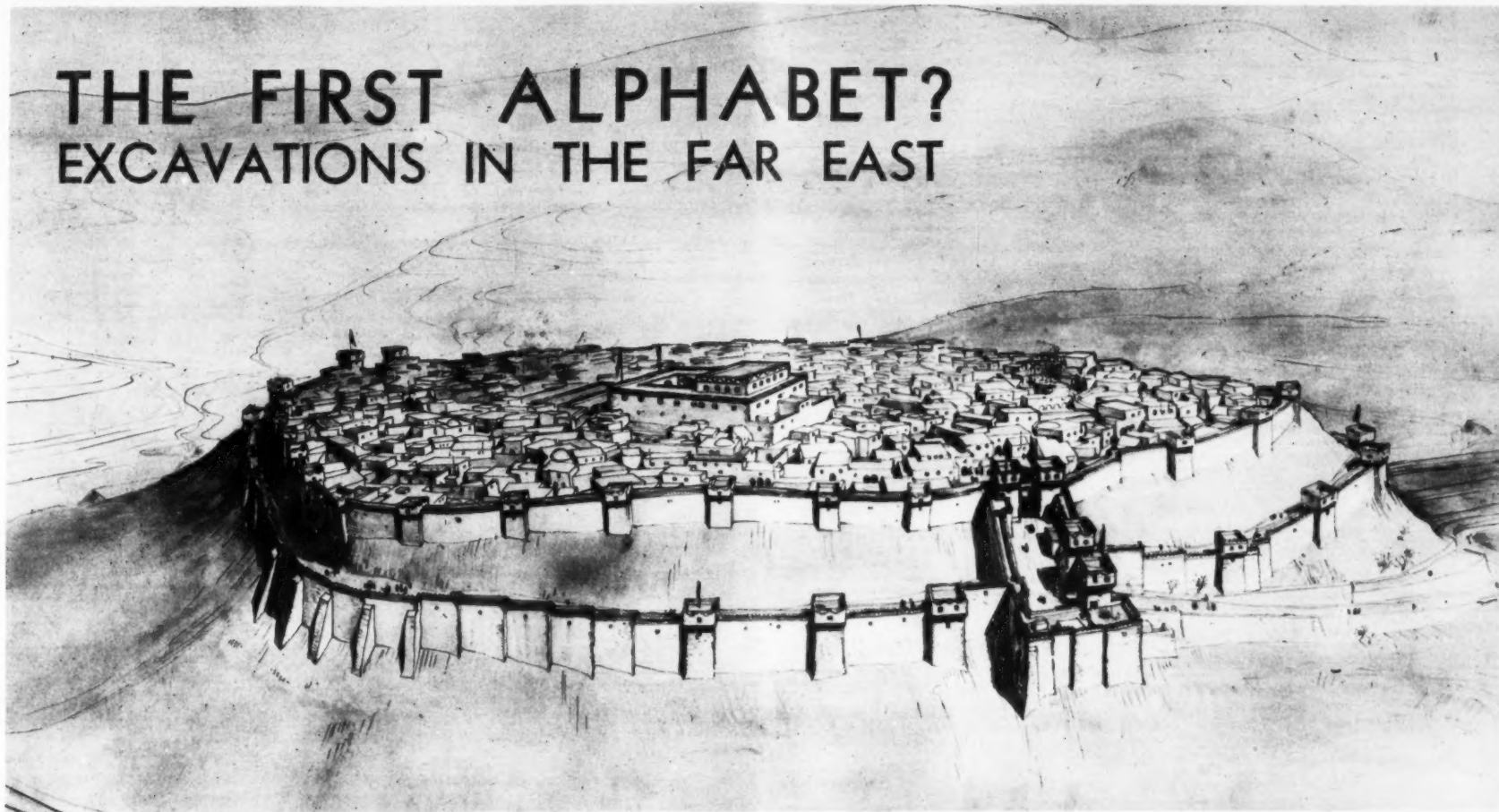
THEY CALL THIS CORNER "THE CHAMBER OF HORRORS": MEMBERS OF LLOYD'S Reading the Lists of Recent Losses.



ONE TAP FOR BAD TIDINGS AND TWO FOR GOOD NEWS ABOUT AN OVERDUE SHIP: THE FAMOUS LUTINE BELL

Being Rung by "The Caller" to Announce the Receipt of News. It Was Salvaged From the Wreck of the Frigate Lutine, Which Sank in 1799 With 200 Persons and £1,000,000 in Specie, One of the Largest Losses in the Early History of Lloyd's. (Times Wide World Photos.)

THE FIRST ALPHABET? EXCAVATIONS IN THE FAR EAST



THE PROBABLE BIRTHPLACE OF THE ORIGINAL ALPHABET: A TENTATIVE RECONSTRUCTION OF TELL DUWEIR,

the Site of the Discovery of a Ewer Bearing the Oldest Known Script, Based on an Aerial Photograph Taken From the West of the Site and the Plans of Actual Remains. From a Drawing by H. H. McWilliams, a Member of the Wellcome Archaeological Research Expedition.
(All Photos Courtesy of the Wellcome Archaeological Research Expedition.)



NEW light on the origin of the alphabet, a subject on which archaeologists have been long at variance, has been shed by the discovery this Summer of a ewer, unearthed in excavations twenty-five miles south of Jerusalem, which bears alphabetical writing antedating by several hundreds of years the famous Ras-Shamra script of Phoenicia, previously the oldest known specimen. The discovery was made by the Wellcome Archaeological Research Expedition to the Far East in its work on an ancient Egyptian temple at Tell Duweir, believed to be the biblical city of Lachish. According to Sir Charles Marston, British archaeologist, who sponsored the expedition, the new-found script is of the utmost significance, as it indicates that the first al-

phabet was probably originated by the Israelites and adopted rather than created by the Phoenicians to whom history had generally given the credit.

Scientific thought is divided as to the genesis of alphabetical writing of which the Tell Duweir script is now the oldest example. Some alphabetists hold it an outgrowth of the Egyptian, others of the Babylonian cuneiform characters, and yet other experts think it was developed from the Cypriote syllabary. However, all agree that an alphabetical system had been in use in the Sinai peninsula as early as 1250 B. C., and was used as an instrument of commercial accounting by the widely traveled Phoenicians of that time, who probably borrowed it from the Israelites.

THE KEYSTONE OF THE ALPHABETICAL SYSTEM OF WRITING: THE SACRIFICIAL EWER

Unearthed in the Ruins of the Temple at Tell Duweir, Inscribed With Lettering Which Proves the Existence of a Script Older Than the Phoenician. The Script Indicates That the Ewer Was an Offering to Shur, Mut and Alah, Egyptian Deities.



AN ANCIENT EGYPTIAN TEMPLE OF THIRTY-FIVE CENTURIES AGO:
THE TELL DUWEIR EXCAVATION
of the Wellcome Expedition Showing the Altar and Flanking Platform, With a Large Pottery Bin for Meat Offerings Set in the Floor to the Left.



A CHAPEL OF THE EIGHTEENTH DYNASTY OF EGYPT: A CIRCULAR POTTERY STAND for a Libation Bowl Is Shown in Position Against the West Wall of the Shrine. Pottery Lamps May Be Seen on the Floor of the Plastered Niche Behind.



TWENTY YEARS AGO IN THE WORLD WAR

ENGLAND MOURNING THE LOSS OF THE MOST FAMOUS SOLDIER OF HIS GENERATION: THE FUNERAL PROCESSION OF FIELD MARSHAL EARL ROBERTS, Who Died on Nov. 14 at the Age of 82 Within Sound of the Guns of Ypres While on a Visit to the Army on the Continent, Passing Through the Streets of London to the Services in St. Paul's Cathedral.
(Daily Mirror.)

DAY BY DAY IN THE WORLD WAR

Nov. 11, 1914: Germans attacked furiously in final phase of first Ypres battle but gained little ground. Von Mackensen's army advanced in Russian Poland. Russians renewed siege of Przemyśl, Galicia. Serbian headquarters moved to avoid Austrian drive.

Nov. 12: Allies held ground at Ypres despite heavy losses. Russian cavalry reached Miechov in drive toward Cracow.

Nov. 13: German attacks on Ypres front weakened. French took Tracy-le-Val, north of the Aisne. Russians reached Dunayetz line in Cracow drive, and further north were threatening Thorn.

Nov. 14: Battle of Ypres and the Yser dying down. Russians were checked in East Prussia as von Mackensen attacked near Kutno. Field Marshal Lord Roberts died on visit to France.

Nov. 15: Prussian Guard attack at Ypres beaten off. Heavy fighting in Armentieres-La Bassée area. Russians retreated toward Gombin-Lodz line in Poland.

Nov 16: Sinking of British dreadnought Audacious revealed. Rain and flood halted Yser battle. Germans repulsed in attempt to cross the Aisne. Battle of Lodz begun.

Nov. 17: Lull on western front. Germans advanced to Strykow, northeast of Lodz.

At Right—
BEFORE NO-MAN'S LAND WAS BLASTED INTO A BARREN WASTE: GERMAN PATROLS

Observing the Movements of the Allied Forces From a Hiding Place on the Soissons Front in France.
(R. Sennecke.)



BRITAIN'S GREAT MILITARY FIGURES OF THE PRE-WAR PERIOD: EARL ROBERTS AND EARL KITCHENER

Marching in One of the Processions of the Early Days of the War. Earl Roberts, a Veteran of the Indian Mutiny of 1857, Was the British Commander-in-Chief in the Boer War.
(Paul Thompson.)

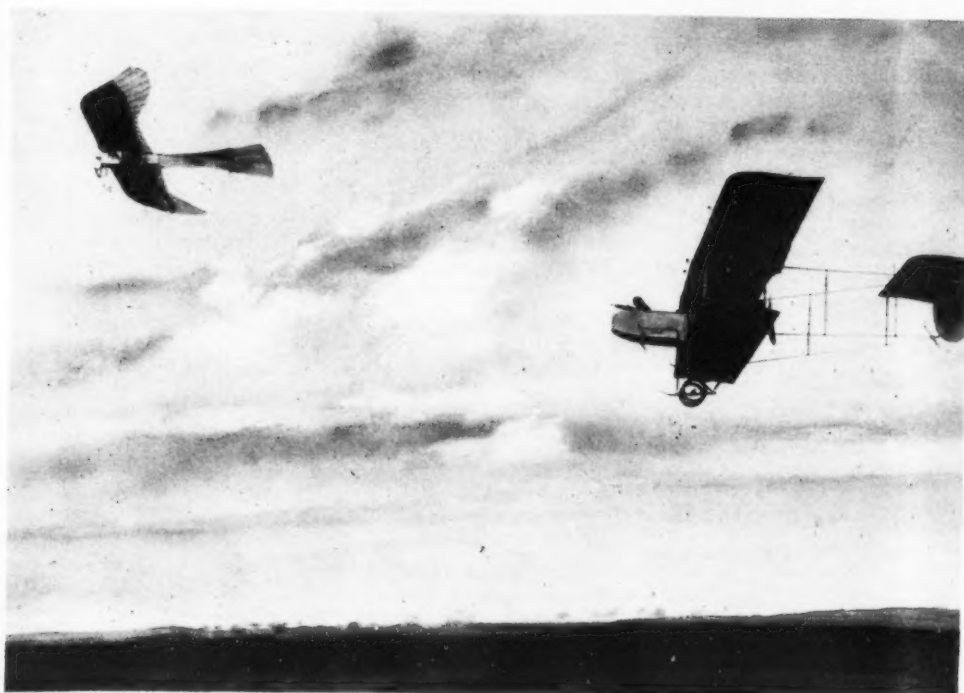


THE SMOKE OF BATTLE MARRING A LANDSCAPE OF FRANCE: FRENCH FIELD ARTILLERY Shelling the German Lines Near the Argonne Forest Late in 1914.
(© International.)

SCENES OF 1914 IN EUROPE'S BATTLE AREAS



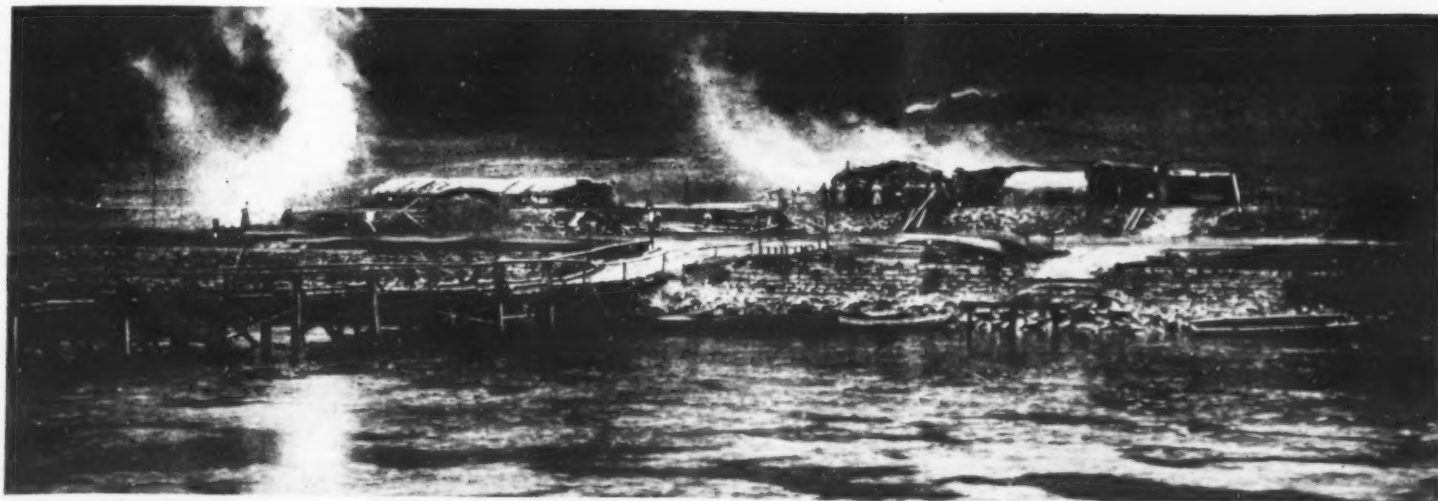
WITH THE APPROACH OF WINTER THE TRENCHES ON THE WESTERN FRONT TOOK ON THE ASPECT OF PERMANENCE: BELGIAN SOLDIERS With Their Mascot Crouching in a Crude Shelter Built With Materials Salvaged From Shell-Wrecked Buildings on the Yser Line as the German Attacks in Flanders Began to Lose Their Force After Mid-November.
(© International.)



ONE STAGE IN THE AIRPLANE'S TRANSITION FROM MERE SCOUTING USE TO FIGHTING EFFICIENCY: A FRENCH BIPLANE Pursuing a German "Dove" Over the Trenches Near the Franco-Belgian Frontier. Note the Machine Gunner Mounted in the Nose of the French Machine.
(© Underwood & Underwood.)



BATTLE'S END ON THE WAR-TORN FIELDS OF GALICIA: AN AUSTRIAN SOLDIER Praying at the Grave of a Comrade in a Spot Where Russians and Austrians Were Buried Side by Side Just Outside Przemyśl, Which Was Besieged for the Second Time by the Russians Beginning Nov. 11.
(Press Illustrating Company.)



ON THE DEFENSIVE BEFORE THE DEADLIEST ENEMY OF ALL: A CHOLERA-INFESTED ARMY CAMP in the Region Between Czenstochowa and Cracow Set on Fire by the Austrian Sanitary Corps in an Effort to Check the Spread of the Disease, Which Caused Heavy Losses in the Armies on the Eastern Front.
(Paul Thompson.)

FOOTNOTES ON A WEEK'S HEADLINERS

IN DEMOCRATIC PENNSYLVANIA

To measure the scope of the Democratic sweep of 1934 one needs only look at Pennsylvania, Gibraltar of Republicanism, which hadn't elected a Democrat to the United States Senate for sixty long years. Pennsylvania sends Joseph F. Guffey to Washington to replace Senator David A. Reed, chief spokesman against the New Deal. Of Scotch-Irish descent, a bachelor, still a few weeks short of his sixtieth birthday, Mr. Guffey has been the Democratic boss of Pennsylvania much of the time since 1912, when he overthrew his famous uncle, "Jim" Guffey, in order to give the State's convention votes to Woodrow Wilson. Since 1920 he has been a member of the party's national committee. He vigorously supported Smith in 1924 and 1928, but had the foresight to enlist early in the Roosevelt cause, and has been the New Deal dispenser of patronage.

Mr. Guffey's life has been full of ups and downs, politically and financially. After finishing his studies in Princeton, he was a postal employe in Pittsburgh for four or five years, and then went into the utility business, and also was an oil producer on a big scale until Standard Oil took over his companies in 1921. An addition to his troubles about this time was a Harding Administration indictment charging irregularities in the office of the Alien Property Custodian. Under the Hoover régime this indictment was dismissed, and in recent months Mr. Guffey has been in high favor in Washington.

DEMOCRAT FROM INDIANA

SHERMAN MINTON, new Senator-elect from Indiana, belongs to the group of World War veterans which has been dominating Democratic politics in the State for the last few years. He was listed as Governor Paul V. McNutt's candidate and in Senator Arthur R. Robinson's campaign against him the emphasis was on McNutt rather than Minton.

Mr. Minton, who is 44, was born on an Indiana farm, graduated from the New Albany High School and received his A. B. from the University of Indiana. He won a scholarship in Yale Law School, took his Master of Laws degree there in 1916, and returned to New Albany to begin practice, but his legal career soon was interrupted by the war. He attained the rank of captain of infantry and served on the general staff overseas. After the war he was active in the American Legion, and for a time was judge advocate of the State Legion department.

In recent years he has been counsel of the Indiana Public Service Commission, a position he resigned to engage in the campaign. He is married and has three children.



Joseph F. Guffey.
(Associated Press.)



Sherman Minton.
(Wide World.)

By OMAR HITE

MICHIGAN REPUBLICAN SURVIVOR

RETAINING his Michigan Senatorship, one of the few Republican survivors, Arthur H. Vandenberg is getting into the headlines as a possibility for the party's Presidential nomination in 1936. He is a Republican by inheritance, for his grandfather was a delegate to the convention that nominated Lincoln, and in his leisure he writes books about Alexander Hamilton and the pillars of the Constitution.

Born in Grand Rapids, the son of a harnessmaker, he was graduated from the local high school, studied law for a year at the University of Michigan, and then had to go to work because of a slump in the family fortunes. He got a job as cub reporter on The Grand Rapids Herald, grew into the dignity of City Hall reporter and then at the age of 22 was jumped to the rank of editor and general manager by Senator William Alden Smith. Later he bought the paper and, with the exception of a few months in the advertising department of Collier's, his entire business career has been spent on it. During the World War he devoted a year to Liberty Loan drives, delivering some 800 speeches, which prepared him for political campaigning after his appointment to the Senate in 1928. Now 50, he is a big man physically, affable, fond of oratory, takes the responsibility of editorial writing very seriously, and regards Wall Street with marked disfavor.



A. H. Vandenberg.
(Wide World.)

VICTOR OVER GOVERNOR RITCHIE

ONE of the big surprises of the election was the defeat of Governor Albert C. Ritchie, seeking his fifth term in Maryland—a defeat made more dramatic by the fact that the Republican victor, Harry W. Nice, is an old rival and lost out by only 165 votes fifteen years ago, when Mr. Ritchie made his first race for the Governorship. Banking troubles in Baltimore and the dispatch of troops to the Eastern Shore during a lynching episode were influential in losing Ritchie votes.

Mr. Nice, now 56, was born in the national capital, but has spent most of his life in Baltimore, where he has been a lawyer since 1899, the year of his graduation from the University of Maryland. He early became active in politics, was elected a member of the Baltimore City Council in 1903, later served as secretary to the Mayor, was City Supervisor of Elections, Assistant State's Attorney and State's Attorney, and held the office of Judge of the Appeal Tax Court from 1920 to 1924. He is married and the father of two children.



Harry W. Nice.
(Wide World.)

"BABY" OF THE SENATE

IF the Senate strictly construes the Constitutional provision that a Senator must be 30 years old, Rush D. Holt of West Virginia will have to wait until June 19, 1935, before taking his seat, but it is unlikely his qualifications will be regarded from too technical a standpoint. After all, Henry Clay got in when he was several months short of 30, as Mr. Holt often pointed out in his vigorous campaigning.

The Senator-elect was a school teacher before he became involved in politics in a big way. Two terms in the State Legislature afforded him the opportunity to dramatize himself with the voters as the enemy of the power interests and the friend of the "forgotten miner." His entrance into the Democratic Senatorial race seemed somewhat of a David-and-Goliath affair, for he had among his opponents Clem M. Shaver, former national chairman, but he won with a big margin with the support of the United Mine Workers and the American Federation of Labor. As the nominee, he did not hesitate to start a fight with the old-line machine, and set up his own campaign organization after losing a battle over the State chairmanship. He is an enthusiastic supporter of the New Deal and of new economic ideas, and it would occasion little surprise if he aligned himself with the more radical wing of the party.



Rush D. Holt.
(Wide World.)

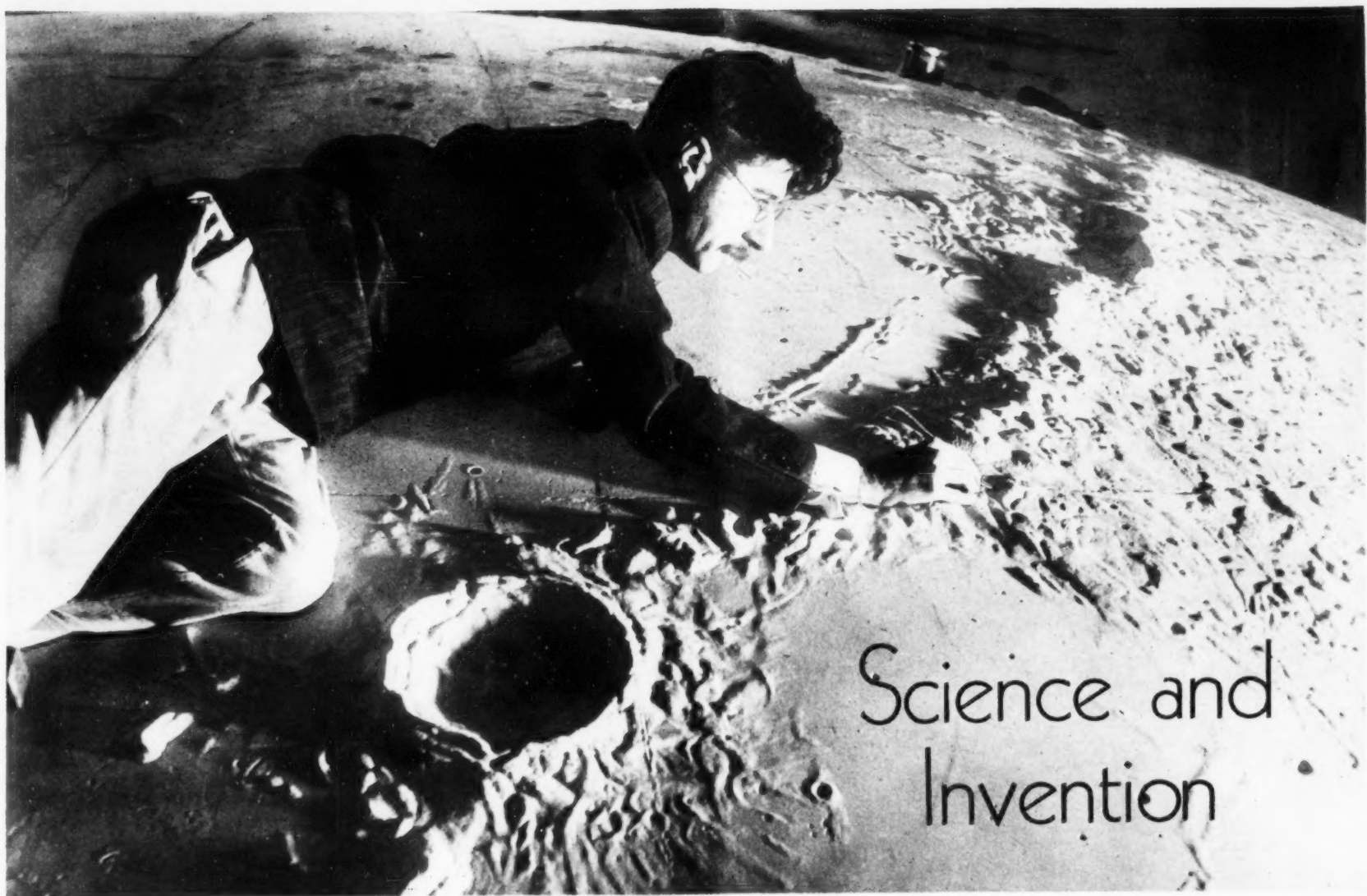
OHIO VOTE GETTER

VIC DONAHEY'S triumph over Senator Simeon D. Fess in Ohio occasions little surprise, for this Democrat has the reputation for coming out on top even in Republican years, and this was no Republican year. Three times in succession he was elected Governor of Ohio, a record unequaled in the State's history, in the period of Democratic low tide in the Twenties.

His children used to be among his most effective campaign arguments, for he is the father of twelve, of whom ten are living. He is of pioneer Scotch-Irish stock, and was born in Ohio sixty-one years ago. On finishing common school he got a job as printer's devil, and after learning the trade borrowed \$500 to buy a country weekly, which he ran until he became active in politics, first as a township and then as a county official. He was elected State Auditor in 1912, and served until 1920, when he was the nominee for Governor. A baked potato played a big part in his transfer to the higher political spheres, for he raised such a commotion when he found it charged to the State at 30 cents on an expense account that he had the whole State talking about him and his economies. He is fond of walking through the woods with his children, and solves many of his knotty problems while whittling with an old Barlow knife.



Vic Donahey.
(Wide World.)

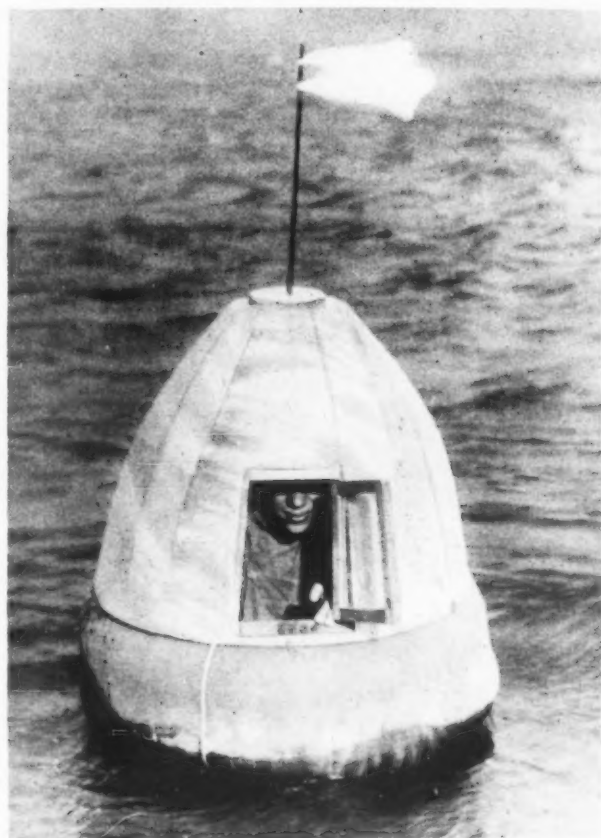


Science and Invention

THE MAN ON THE MINIATURE MOON: ROGER HAYWARD

at Work on the 38-Foot Model of the Moon Which He Is Constructing for the Griffith Park Observatory at Los Angeles. It Is Built Exactly to Scale From Photographs Taken Through the 100-Inch Telescope at Mount Wilson Observatory.

(Times Wide World Photos, Los Angeles Bureau.)



A ONE-MAN LIFE-RAFT WHICH DECREASES THE DANGERS OF THE SEA: A LIFE PRE- SERVER

With a Cabin Attachment Fitted With a Glass Port and a Distress Signal, Shown in Tests at The Dalles, Oregon. It Is Composed of Sections of Rubber, Any One of Which When Inflated Is Capable of Keeping the Craft Afloat.

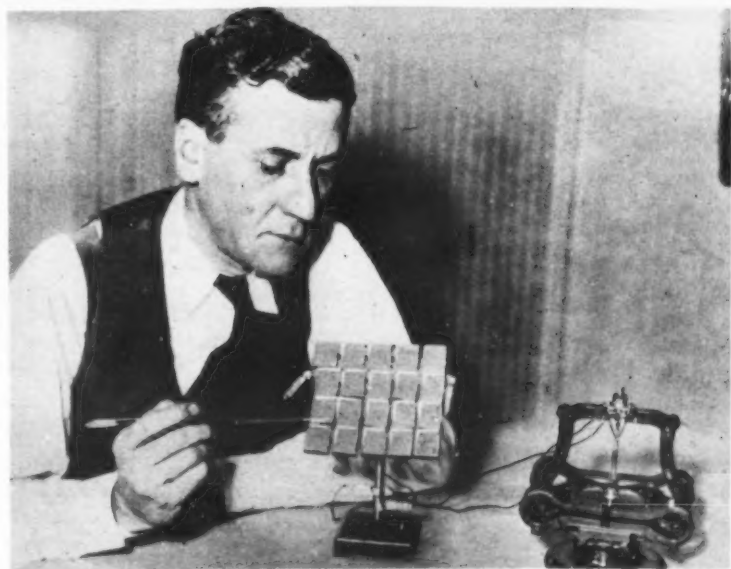
(Times Wide World Photos.)



INSTANTANEOUS TRANSMISSION OF PICTURES BE- TWEEN ENGLAND AND AUSTRALIA: THE PHOTO- TELEGRAPHY APPARATUS

in the London Office Sending a Photograph to the Antipodes as the New Service Is Inaugurated.

At Right—
SUNLIGHT TRANS-
MUTED INTO
ELECTRICAL
FORCE: J. THOMAS
RHAMSTINE,
Detroit Experimenter,
Pointing to Light-
Sensitive Coated
Metal Plates, Whose
Fronts Are Positive
and Backs Negative,
From Which He Ob-
tains Current From
Solar Heat.

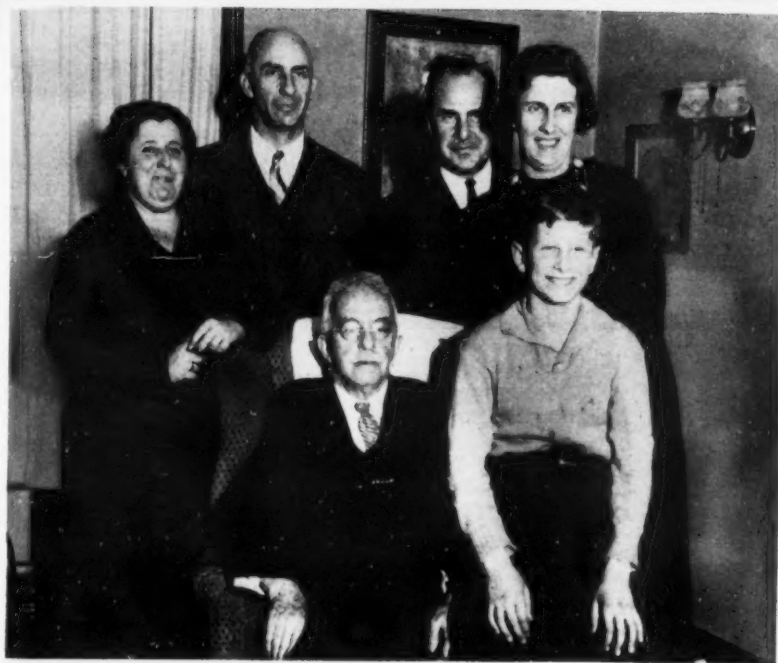


THE DEMOCRATS AGAIN TRIUMPH IN THE NATION'S VOTE



THE FIRST DEMOCRAT TO BE ELECTED GOVERNOR OF PENNSYLVANIA IN FORTY-FOUR YEARS: GEORGE H. EARLE in His Home With His Wife and Three of Their Four Children.

(Times Wide World Photos, Philadelphia Bureau.)



THE DEMOCRATIC GOVERNOR IN CONNECTICUT WINS AGAIN: WILBUR L. CROSS, With His Family at Their Home in New Haven, Where They Heard the News of His Re-election for His Third Successive Term.

(Times Wide World Photos.)



GOOD NEWS FOR A MICHIGAN REPUBLICAN: FRANK D. FITZGERALD, Who Becomes Governor of the State in Which the Republican Party Was Born "Under the Oaks at Jackson," Succeeding a Democrat.

(Times Wide World Photos, Detroit Bureau.)



A CANDIDATE FOR THE SPEAKERSHIP AT THE POLLS: REPRESENTATIVE JOSEPH BYRNES Voting in His Home District in Nashville, Tenn.

(Times Wide World Photos.)



THE NEW DEMOCRATIC GOVERNOR-ELECT OF OHIO: MARTIN L. DAVEY Receiving the Congratulations of Friends in His Home at Kent.

(Times Wide World Photos, Cleveland Bureau.)

NEW DEAL VICTORY: SIDELIGHTS ON THE ELECTION



HAPPY OVER THE 1934 RESULTS: FORMER GOVERNOR ALFRED E. SMITH
 Congratulating Governor Herbert H. Lehman, Who Was Re-Elected by a Plurality Unprecedented in an "Off" Year. (Times Wide World Photos.)



NO WONDER THE DEMOCRATIC NATIONAL CHAIRMAN CAN SMILE: POSTMASTER GENERAL JAMES A. FARLEY
 Receiving Election Returns at the Party Headquarters in New York City and Apparently Very Happy Over the Outcome. (Times Wide World Photos.)



GOVERNOR-ELECT OF MASSACHUSETTS: JAMES M. CURLEY,
 Former Mayor of Boston, and One of the Early Roosevelt Supporters, Casting His Ballot. With Him Is His Daughter. (Times Wide World Photos, Boston Bureau.)



THE PRESIDENT OF THE UNITED STATES COUNTS ONE IN THE ENDORSEMENT OF THE NEW DEAL: FRANKLIN D. ROOSEVELT
 Casting His Ballot at His Ancestral Home at Hyde Park, Which Went Democratic in the Governor's Race for the Fourth Time in Its History, Though Mr. Roosevelt Himself Failed to Carry It in 1932. (Times Wide World Photos.)



DEMOCRATIC VICTOR IN THE KEYSTONE STATE OF ROCK-RIBBED REPUBLICANISM: JOSEPH F. GUFFEY,
 "Original" Roosevelt Leader of Pennsylvania, Casting His Vote in His Home District in the Election in Which He Defeated David A. Reed for the United States Senatorship. (Times Wide World Photos.)



STANFORD APPLIES THE POWER IN OVERWHELMING WASHINGTON:
GRAYSON,
 Stanford Fullback, Going Around the End Behind Strong Interference to Make a Seven-Yard Gain as His Team Scored a 24-to-0 Victory Over the Huskies, Previously Unbeaten and Untied.
 (Times Wide World Photos, San Francisco Bureau.)



TWO UNBEATEN TEAMS IN A STRENUOUS BATTLE: GINTER OF SYRACUSE
 Breaking Through the Michigan State Line for a Fifteen-Yard Gain in the Third Quarter to Help in Winning a 10-to-0 Victory.
 (Times Wide World Photos.)



ILLINOIS EXECUTES A FORWARD PASS IN PERFECT STYLE: FISCHER
 of Coach Zuppke's Squad Catching a Toss From Benyon for a Twenty-Yard Gain to Help in Defeating Northwestern, 14 to 3, and Keep Illinois in the Big Ten Race.
 (Times Wide World Photos, Chicago Bureau.)

BIG COLLEGE ELEVENS CLASH MINNESOTA STILL



MINNESOTA CONTINUES ITS CAREER OF OVER
 Carrying the Ball for a Good Gain in the Minneapolis Game.
 (Times Wide World Photos, S)



THE WEST POINTERS COMPLETE A FORWARD
 of the Army Catching Buckler's Toss as Harvard
 (Times Wide World Photos, B)

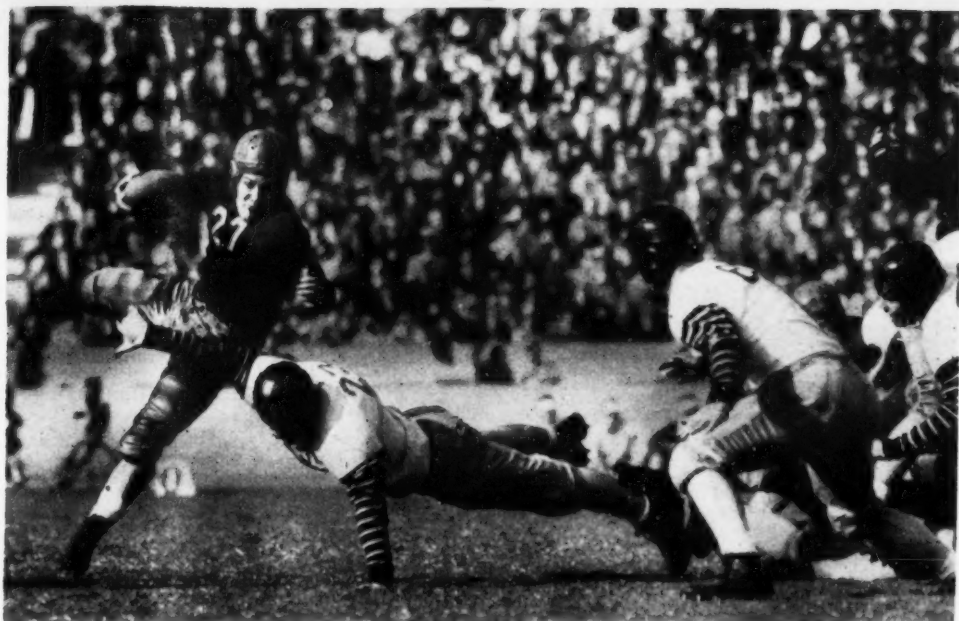
S CLASH IN CLIMAX GAMES: STILL VICTORIOUS



ER OF OVERWHELMING VICTORIES: PUG LUND
Minneapolis Game in Which Indiana Was Beaten, 30 to 0.
(Times Wide World Photos, St. Paul Bureau.)



A FORWARD PASS FOR A TOUCHDOWN: GROVE
as Harvard Was Routed, 27 to 6, at Cambridge.
(Times Wide World Photos, Boston Bureau.)



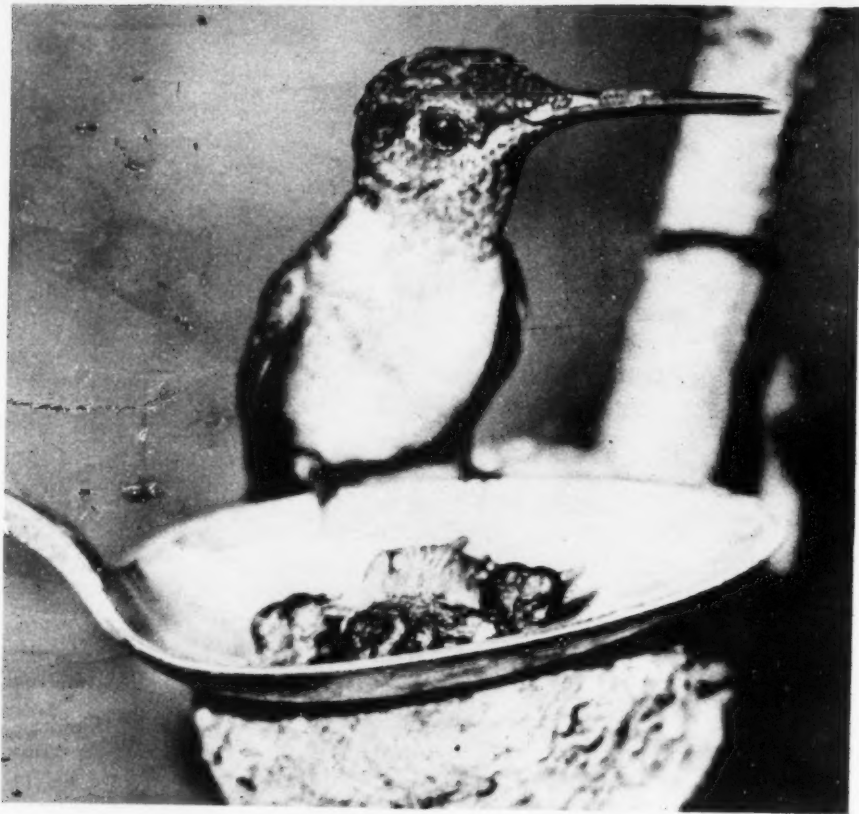
CALIFORNIA DEFEATS SOUTHERN CALIFORNIA, 7 TO 2: DAVIS,
Trojan Quarterback, Is Tackled by Nordstrom in the Los Angeles Game, Which Drew
a Crowd of 65,000.
(Times Wide World Photos, Los Angeles Bureau.)



COLGATE TRIUMPHS OVER TULANE BY A SCORE OF 20 TO 6: OFFENHAMER
of Colgate Starting a Line Plunge in the New York City Game.
(Times Wide World Photos.)



NAVY'S ACE BACK GOES OVER THE TOP IN BEATING NOTRE DAME, 10 TO 6: BORRIES
Carrying the Ball for a Short Gain in the Cleveland Game, in Which the Annapolis Squad Maintained
Its Victorious Record.
(Times Wide World Photos, Cleveland Bureau.)

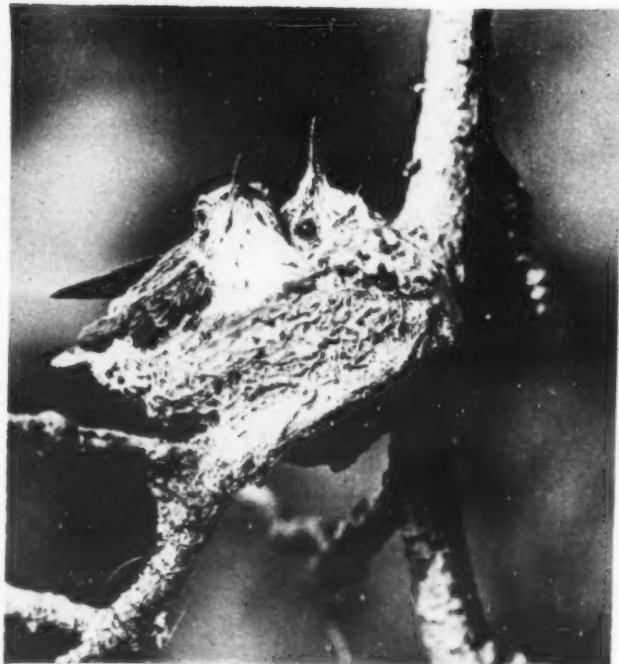


A TEASPOON HOME FOR AN ENTIRE FAMILY: A RUBY-THROATED HUMMING BIRD MOTHER AND HER THREE YOUNG Find Accommodations in a Teaspoon With Plenty of Room to Spare, as Photographed by Dr. C. W. Leister of the Bronx Zoo and Dr. A. A. Allen of Cornell University.

DINNER TIME: THE HUMMING BIRD

Feeding a Three-Day-Old Baby While Perched on a Finger.

At Right—
AT THE AGE OF TWENTY-SEVEN DAYS: RUBY-THROATED HUMMING BIRDS in Their Nest, Another of the Leister-Allen Series of Photographs.

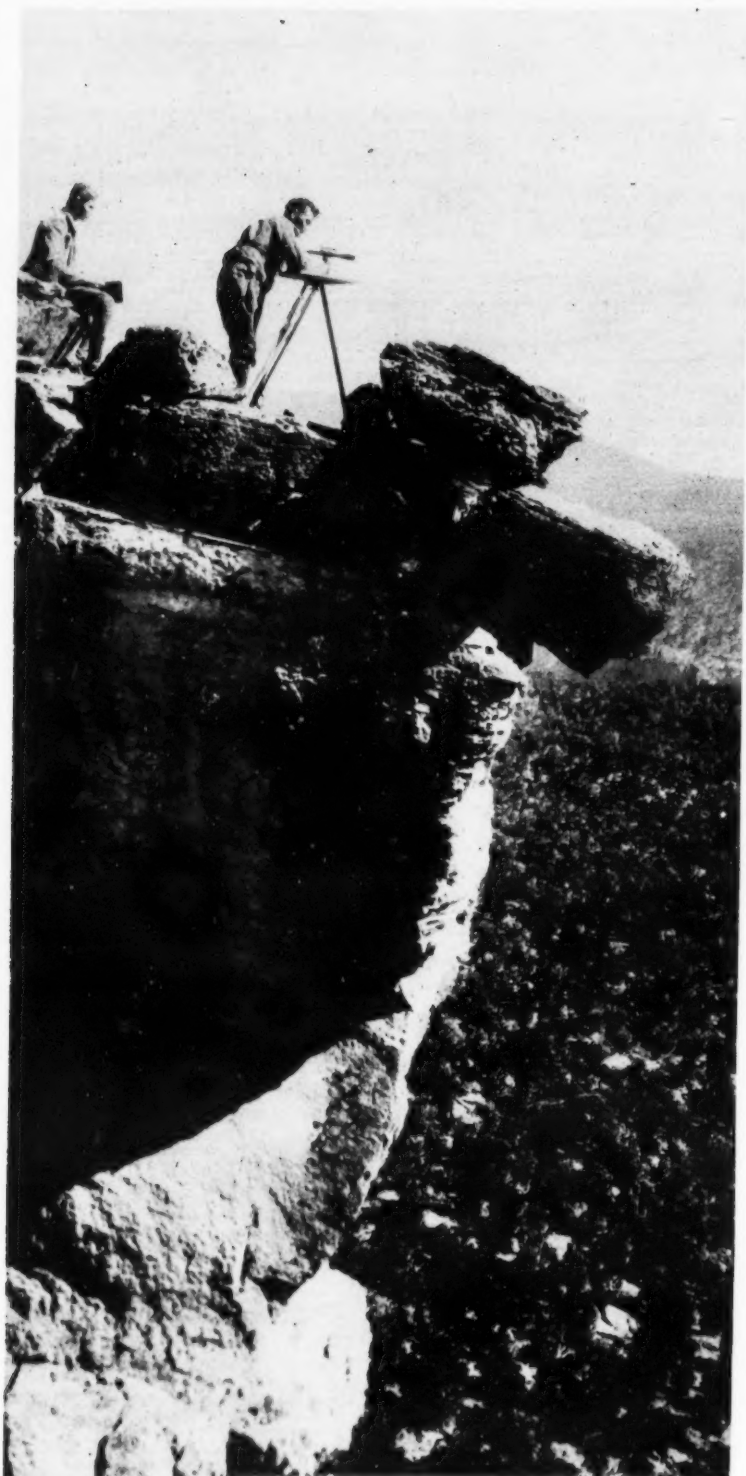


NURSERY FABLE IN SIX-FOOT ANIMATED MUSICAL FORM: THE GRASSHOPPER AND THE CRICKET, Electrically Controlled and Powered With Tiny Motors, Ready to Go Through the Motions of Playing the Harp and the Violin in Time With Recorded Music, Under the Direction of Their Creator, Fred W. Temple, Los Angeles Engineer. (Times Wide World Photos, Los Angeles Bureau.)



BURLESQUE ON THE OLD MASTERS: "HENRY V EIGHT," Inspired by Holbein's Famous Painting, on Display at the Faker's Show Held by the Scarab Club in Detroit. It Shows Henry VIII, Henry Ford, and an Industrial Background in the Manner of the Diego Rivera Murals. (Times Wide World Photos, Detroit Bureau.)

MAPMAKING: A SURVEY OF THE NATION'S ASSETS



AVIATION PLAYS A BIG PART IN THE SURVEY PROGRAM: COAST AND GEODETIC SURVEY PHOTOGRAPHERS
Preparing for a Flight to Make Aerial Pictures of the Coast Line From Which Maps Are Revised and Brought Up to Date.

HALF a dozen agencies of the Federal Government are cooperating in a PWA \$6,000,000 program of preparing corrected and detailed new maps and charts of the rapidly changing America—the greatest inventory taking of the natural assets of the country ever recorded in a like period. Millions of acres and thousands of miles of water are being mapped, and several thousand surveyors, draftsmen and photographers have been put to work on the task. Over the public lands they travel by airplane, pack horse, mule back and automobile—whatever method of transportation best enables them to accomplish their specific tasks.

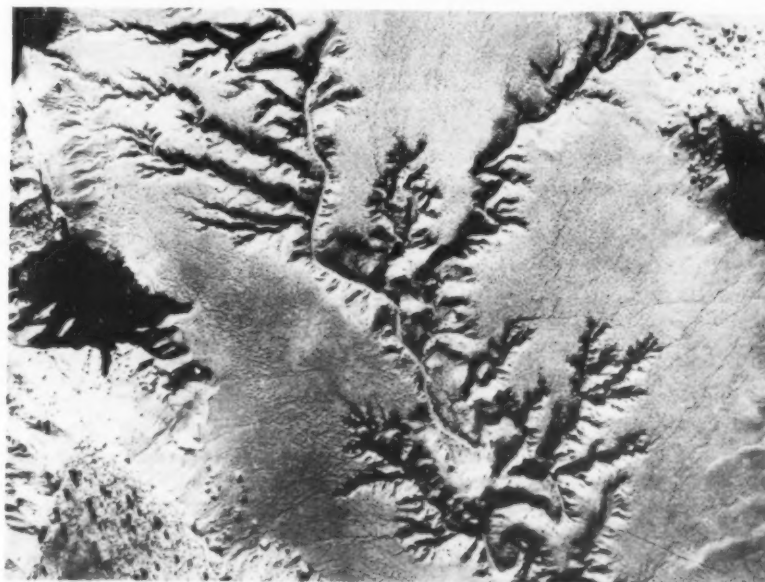
One of the most interesting features of the work is a comprehensive chart of land and soil conditions to assist the soil conservation program. As a side line to this is the world's largest aerial mosaic map, composed of more than 7,000 separate aerial photographs and covering 24,500 square miles of the Navajo Indian Reservation in Arizona and New Mexico, where the Soil Erosion Service is undertaking a program of land rehabilitation and conservation. The general map will cover the entire country to give groups of farmers in any county the data on which to base programs contributing to the erosion and waste of their lands.

Base maps covering 4,000,000 acres have been drafted in the surveying and mapping of planting areas in the national forests by the Forest Service, and aviation profits from the sectional airway map series being compiled by the Bureau of Air Commerce.

At Left—
A LOFTY VANTAGE POINT IN A REMAPPING OF THE AMERICAN SCENE: WORKERS OF THE GEOLOGICAL SURVEY
Engaged in Plane Table Mapping in the Far West as a Part of the \$6,000,000 Program With PWA Funds in Which Half a Dozen Federal Agencies Are Co-operating in Taking an Inventory of the Nation's Assets.



SLOW AND LABORIOUS TRAVEL IN THE MAP MAKING PROGRAM: TOPOGRAPHIC PARTY
of the Geological Survey Moving Through Difficult Territory in the Mountains of the West.



THE RECORD OF WASTAGE OF NATURAL RESOURCES: SOIL EROSION PHOTOGRAPH
Taken From a Height of 4,000 Feet, Showing a Portion of a Huge Gully Which Has Been Dug Out on the Navajo Indian Reservation in Arizona. This Is One of the 7,000 Pictures for the World's Largest Aerial Mosaic Map.

≡ SMILING THROUGH ≡

THE candidate for a chauffeur's job was being examined by the car owner.

He got along all right until the questioner asked whether he had traveled about much in other States. The applicant had.

"All right, let's see you fold this road map."—*Portland Express*.

The old-fashioned farmer was hard to convince.

"No," declared he, "I'll have no such contraption in my house. Pian-ners are bad things."

"Oh, but father," protested his daughter, "this is an upright piano."—*Edinburgh Scotsman*.

Sandy—"If you had five shillings in your pocket what would you do?"

Tamm—"I'd think that I had somebody else's breeks on."—*Tit-Bits*.

"Where have you been for the last four years?"

"At college taking medicine."

"And did you finally get well?"—*Montreal Gazette*.

"Have you the firmness of character that enables a person to go on and do his duty in the face of ingratitude, criticism and heartless ridicule?"

"I ought to have. I cooked for a camping party last Summer."—*Boy's Life*.

"Mother, papa wouldn't murder anybody, would he?"

"Why, certainly not, child! What makes you think so?"

"Well, I just heard him down in the cellar saying, 'Let's kill the other two, George.'"—*Des Moines Register*.

An old Negro man, who is of the reliable kind, appeared one morning for work. His head was all bandaged and he could barely see. The employer asked him what was the trouble.

"Nothin', Boss, not a thing, I'se all right."

"But," insisted the employer, "you are all bandaged up, what kind of a fight have you been in?"

"Ain't been in no fight," said Mose, "I just talked when I ought to been list'nin'."—*Independence Examiner*.

Hiram—"Yes, I've seen a few bad crop years in my time, too. One year our string beans were so poor that the crop didn't even pay for the string."

Silas—"That's nothing, Hi. In 1914 our corn crop was so bad that my old dad, who had a very poor appetite, ate up fourteen acres of corn at a single meal."—*Chicago Tribune*.



THE "BRAIN TRUST" OF THE JEFFERSON ISLAND CLUB:
MOSE AND HIS MULE,
Specialists in Looking After the Odd Jobs at the Exclusive Recreation Place in Chesapeake Bay, Who Meet More Prominent Democrats Than Any Other Like Couple in the Country. President Roosevelt Is Among the Members of the Club.
(© Harris & Ewing.)

Senator Soaper Says:

Honey, says a leading motor magazine, makes a fine anti-freeze in an automobile. Yes, but it's safer to let a third party drive.

California growers report a large crop of nuts. This is one of the rare instances of double entendre in statistics.

An impetuous baseball magnate in Boston paid out \$150,000 in cash for a live shortstop without getting a quotation from Frank Buck.

An engineer foresees a century of progress in the next twenty years. It is a little early, though, to break that bullet train up for lunch wagons.

It's all the omnivorous reader can do these days to separate the streamline bullet trains from Minnesota halfbacks.

A new variation of bridge can be played with five hands. These four-handed fist fights at national tournaments too often result in draws.

The depression has celebrated a fifth birthday. Though not as unbearable in some ways, the little fellow is still unquestionably a problem child.

In all fairness, the Irish hospitals ought to open an emergency ward for sweepstakes winners, when the chiselers are through with them.

A meteorologist thinks the next twenty-five years will be wet and cold. Maybe those prayer meetings in the drought country were another case of overemphasis.

Dr. G. L. Wood, Australian educator, is here to study operations of the NRA. We have an ex-cracker-down to spare, if Australia has the blue kangaroo.

Americans considering the Siamese royal crisis must keep in mind that the white elephants are elephants and not recovery bureaus.

A depression is a terrible thing, but who remembers when the "silk stocking vote" meant a small element in the citizenry?

It seems likely the fifty-seven-hour train will capture some of the transcontinental motor trade, as it takes fifty-seven hours to snap a road map back into the original folds.

If the government doesn't build that backwoods soon, big league scouts will have no place to shake promising left-handers out of trees.

Odds and Eddies

Being a parent isn't so hard after you learn not to worry about things that probably won't happen.—*Wisconsin Journal*.

Utopia must be the place where a man after getting on his feet never steps on your toes.—*Atlanta Constitution*.

BY THE EARS.

Tell me not in mournful numbers
All your troubles that oppress,
Tell me not of what encumbers
Your existence more or less;
Please consider how it bores me—
That old pessimistic line;
Here's a thing, though, that restores me:

Kindly get a load of mine.

—*Buffalo Courier-Express*.

A business man is known by the company he succeeds in keeping going.—*Dallas News*.

An optimist is a man who after growing bald consoles himself by rejoicing that he will never have gray hair.—*Los Angeles Times*.

AUTUMN CHEER.

They're called the melancholy days,
The saddest of the year,
But the chestnut vendor's whistle
Sounds a note of merry cheer.

—*Knickerbocker Press*.

Science foresees many uses for the new "heavy water." As a golf ball will float in it, it sounds ideal for suburban ponds.—*Detroit News*.

Some colleges have great football teams this year, as usual, and some have quit buying players.—*Lynchburg News*.

TO A WOOLLY WORM.

Blessings on thee, woolly worm,
Scramming now from berm to berm.
Oh, the danger lurking nigh
Whilst the cars go whizzing by!
Actuaries all agree
Early morn—at half-past-three—
Is the only time to crawl
With a chance to live at all.
Cars will leave thee not a squirm
Once they hit thee, woolly worm.

—*Indianapolis News*.

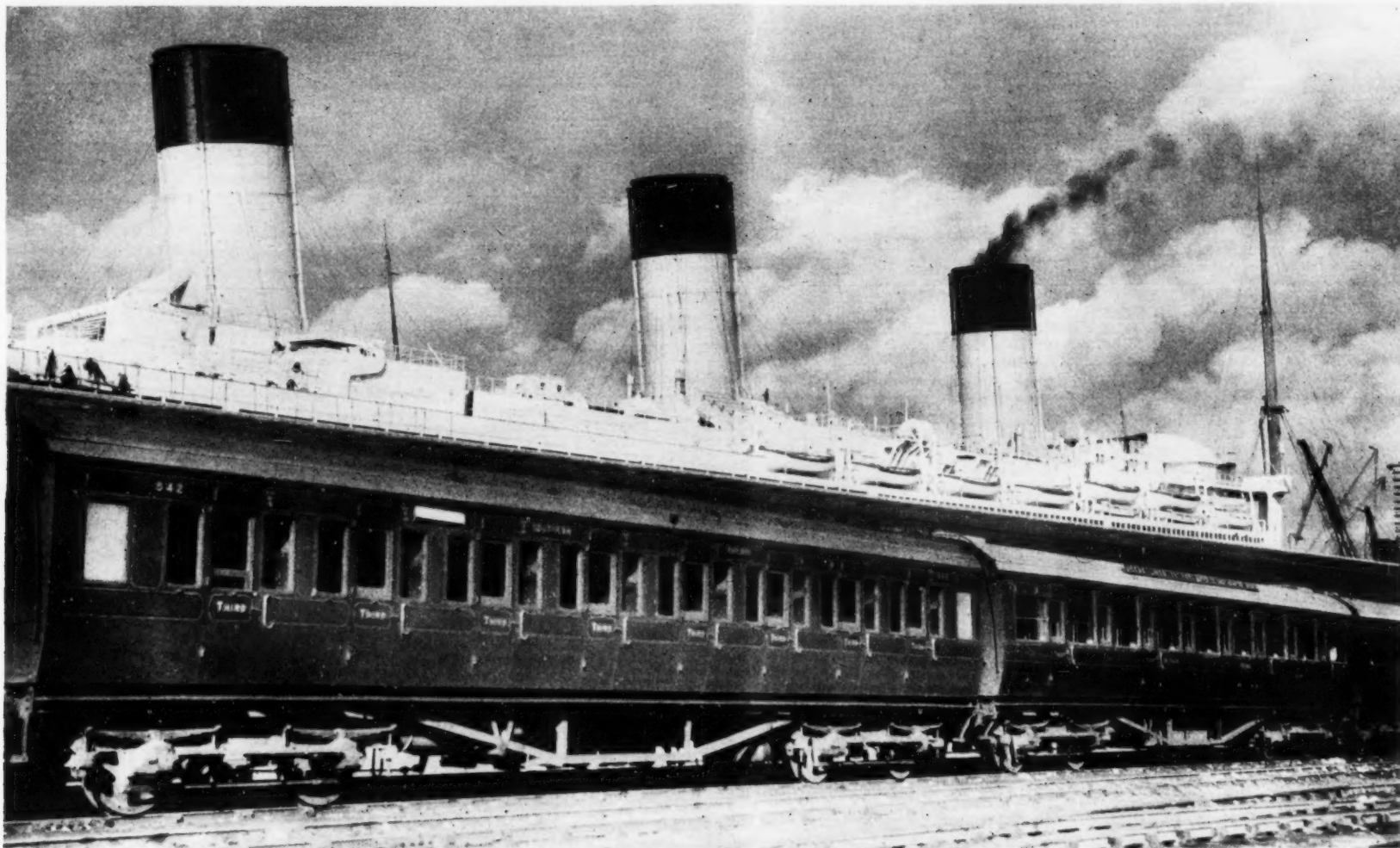
Practically anybody can kill time, but it takes these high-speed trans-world fliers to annihilate it.—*Arkansas Gazette*.

OBIT.

William took a girl to drive,
His technique had no par.
He kissed her going seventy-five.
No Bill, no girl, no car.

—*Florida Times-Union*.

Jud Tunkins says a man who never finds fault simply gets the reputation of being too dumb to know what's going on.—*Washington Star*.



NEIGHBORS IN TRANSPORTATION: THE LINER MAJESTIC as Seen Over the Roof of a Passenger Train at the Docks at Southampton, England.
(Times Wide World Photo)



RELICS OF THE PAST IN THE ROCK OF GIBRALTAR: ANCIENT CANNON in the Old Galleries Cut Into the Stone of the British Fortress Which Once Withstood a Siege of More Than Three and a Half Years by the Forces of Spain.
(Associated Press.)


At Left—

A CLOSE-UP OF THE WORLD'S MOST FAMOUS FORTRESS: A VIEW OF GIBRALTAR,

Britain's Stronghold at the Western Entrance to the Mediterranean, Showing the Openings in the Rock Leading to the Gun Galleries Within.
(Associated Press.)

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AND RETURN

THE PRACTICAL HOME MADE BEAUTIFUL

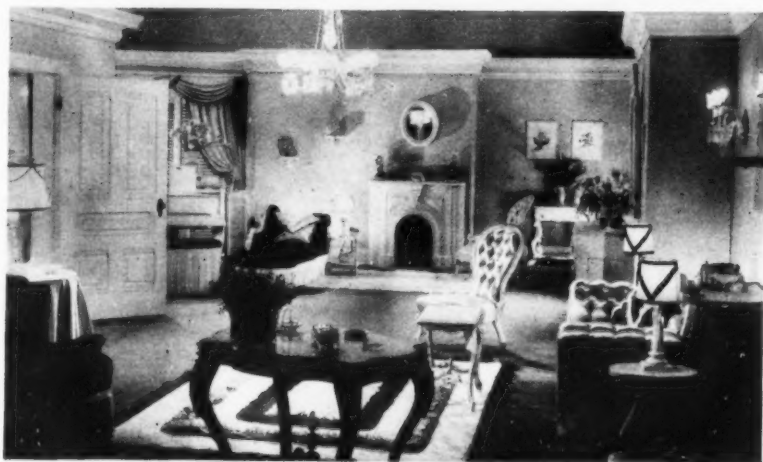


THE WEST COAST HOUSE OF NORMAN FOSTER Betrays His Love of the Sea. It Is a Colonial Built at Malibu Beach. Chairs and Couch Are Upholstered in Serviceable Corduroy and Chintz. A Pilot's Wheel Frames the Overmantel Mirror and Ship's Wall Lights Contribute to the Nautical Atmosphere.

California Offers Homes of Many Types

By LILLIAN E. PRUSSING

THAT time-honored admonition: "Go West, young man," has a significance today quite different from the original saying. It is not the romantic wilds and country of adventure that beckons now, but a land of established, up-to-date homes in which to spend Winters away from the rigors of the East or a permanent residence for those who seek retirement from a too-active life. The big out-of-doors, sunshine, an ideal climate lure young and old, and the exodus to the Pacific goes on year after year. There the best in home building and landscape gardening finds expression. The people of the movies are prominent among the more enterprising ones who demand the last word in architecture and decoration of their homes. They present examples that find many copyists. Some, of course, have a longing to embody in their environment their own tradition of Early Americana—the apple orchard and the old oaken bucket idea or some other reminiscent symbol of things "back home." Others adapt themselves to a new and wholly different setting, and build a house that belongs to a semi-tropical background and artistic atmosphere.



A VICTORIAN LIVING ROOM, Using Delicate Colors Accented With Darker Shades, Used as a Set for the Picture "Too Many Women." The Furniture Is Upholstered All White, the Overcurtains and Carpet Are Beige. An Old-Time Sofa Is Covered With Tobacco Brown Moire Trimmed With Silk Rope Fringe. The Crystal Chandelier, Mantel, Wall Brackets on Which Rest Native Coral, and the Wax Flowers Under Glass Are All Delightfully and Authentically Victorian.



THE LIVING ROOM IN CLAIRE TREVOR'S HOME Is Comfortable and Homelike. Plain Plaster Walls Make an Effective Background for the Furnishings of Beige, Brown and Blue. There Is Simplicity of Line in Hangings and General Treatment. A Chinese Touch Is Shown in the Handsome Rug, Vases, Lamps and Accessories.



A MOVIE SET in the Picture "Sadie McKee." The Architecture Is Modernized Georgian With English Furniture. Modernized Chinese Objets d'Art Are Assembled in a Color Scheme of Chartreuse, Chocolate Brown and Dark Blue. Old Copper Chinese Candlesticks Make Effective Lamps, and an Old Chinese Pewter Urn Is Filled With Magnolia Blossoms.

New Fashions



NATURAL RUSSIAN LYNX
Makes a Flattering Separate Cape to Wear With Tweeds or a Dark Woolen Coat. From Gunther. All Hats on This Page Are From Florence Reichman.
(New York Times Studios.)



A TRAILING WRAP OF BLACK VELVET, Shown at the Left, Is Lavishly Trimmed With White Fox. The Short Ermine Cape at the Right Is Cut With a Wide Flare and Has a Large Bow-Shaped Muff. Both Are From Hattie Carnegie.
(New York Times Studios.)



SMART COSSACK LINES ARE INTERPRETED IN BROWN SEAL-SKIN, Which Is Both Pliable and Warm. This Coat Is Double-Breasted and Carries a Wide Hand-Sewn Belt of Brown Calf. From Jaekel.
(New York Times Studios.)



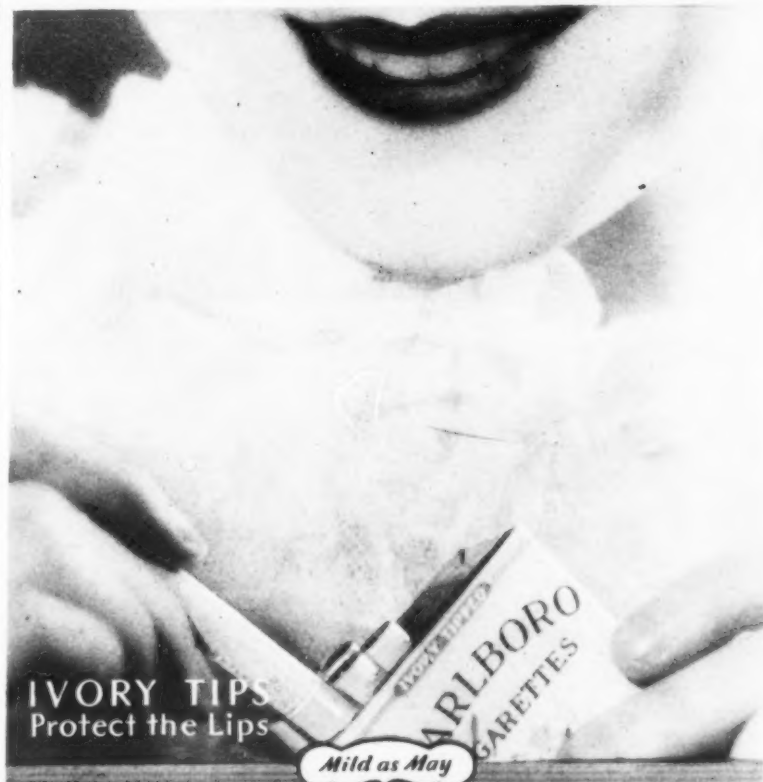
ONE COLLAR TURNS UP TO FRAME THE FACE, the Other Turns Down on this New Coat of Shaded Gray Kid. The Full Sleeves Are Held in at the Wrists With Soft Pleats. A Goupy Creation From Gunther.
(New York Times Studios.)

AROUND THE CLOCK IN FUR

By WINIFRED SPEAR

FROM morning till morning, fur is fashion's favorite. Smart sports coats of nutria, leopard and sealskin are seen early in the day. The Cossack coat of brown sealskin, pictured here, is excellent for general wear.

For luncheons and afternoon gatherings, the more formally cut kid coats and rich minks appear. No longer do mink coats trade only on their elegance of fur. They are molded on smart lines with an intricacy of cut which baffles description. White fox vies with regal white ermine for evening supremacy and silver fox retains its grandeur in some of the most elaborate wraps ever seen.



IVORY TIPS
Protect the Lips

Mild as May

MARLBORO
AMERICA'S FINEST CIGARETTE
Created by PHILIP MORRIS & CO. LTD. INC. NEW YORK



THE PLAY OF THE WEEK: "JAYHAWKER"

(No. 1) ACE BURDETTE (FRED STONE),

a Backwoods Candidate for Congress, Is Borne Aloft by His Friends and Even Cheered by His Enemy, the Rev. Peavie (Ralph Theadore, in the Background), After the Public Repentance at a Camp Meeting Which He Calculates Will Win Strong Support for Him in His Campaign. A Scene From "Jayhawker," by Sinclair Lewis and Lloyd Lewis, at the Cort Theatre.

(All Photos, Vandamm.)



At Left—
(No. 2)
HIS ELECTION
TO THE SENATE
ACHIEVED,
Burdette Tells His
Daughter Nettie
(Carole Stone)
and His Personal
Bodyguard, Luke
Kildare (Edward
McNamara), of His
Plans to Preserve
the Union Just
After the Three
Have Made the
Long Trip From
Kansas to
Washington.



(No. 3) NETTIE BIDS A TEARFUL GOOD-BYE to Will Starling (Paul Guilfoyle), Former Divinity Student and Disciple of the Rev. Peavie, When He Tells Her He Is Giving Up His Job as Secretary to Senator Burdette and Is Joining the Union Forces in the War of the States.



(No. 4) SENATOR BURDETTE AND GENERAL PHILEMON SMALLWOOD (WALTER C. KELLY) of the Confederate Army Drink to the Success of Their Plot to End the Civil War by Creating Suspicion Against the French and Thereby Uniting the Opposing Sides Against a Common Enemy.



(No. 5) UPON LEARNING OF THE PLOT Through One of Nettie's Letters, Will Starling Denounces Senator Burdette for Having Turned Against His Campaign Promises and Forsaken His Principles on Abolition.

THE MOVIE OF THE WEEK: DICKENS' "GREAT EXPECTATIONS"



(No. 1.) IN A SCENE FROM "GREAT EXPECTATIONS," a Screen Adaptation of Dickens's Famous Novel, Pip (George Breakstone), a Little English Orphan, Befriends an Escaped Convict, Magwitch (Henry Hull), and Brings Him a File With Which to Sever His Fetters. Although Magwitch Is Recaptured and Returned to the Penal Colonies He Never Forgets Pip's Kindness.



(No. 2.) MISS HAVISHAM (FLORENCE REED), an Eccentric Recluse Whose Life Was Embittered in Youth When She Was Deserted on Her Wedding Day, Brings Up Her Ward Estella (Ann Howard) to Hate All Men. Out of Revenge She Brings Young Pip to Live at Her Home That He May Be the Subject of Estella's Derision.



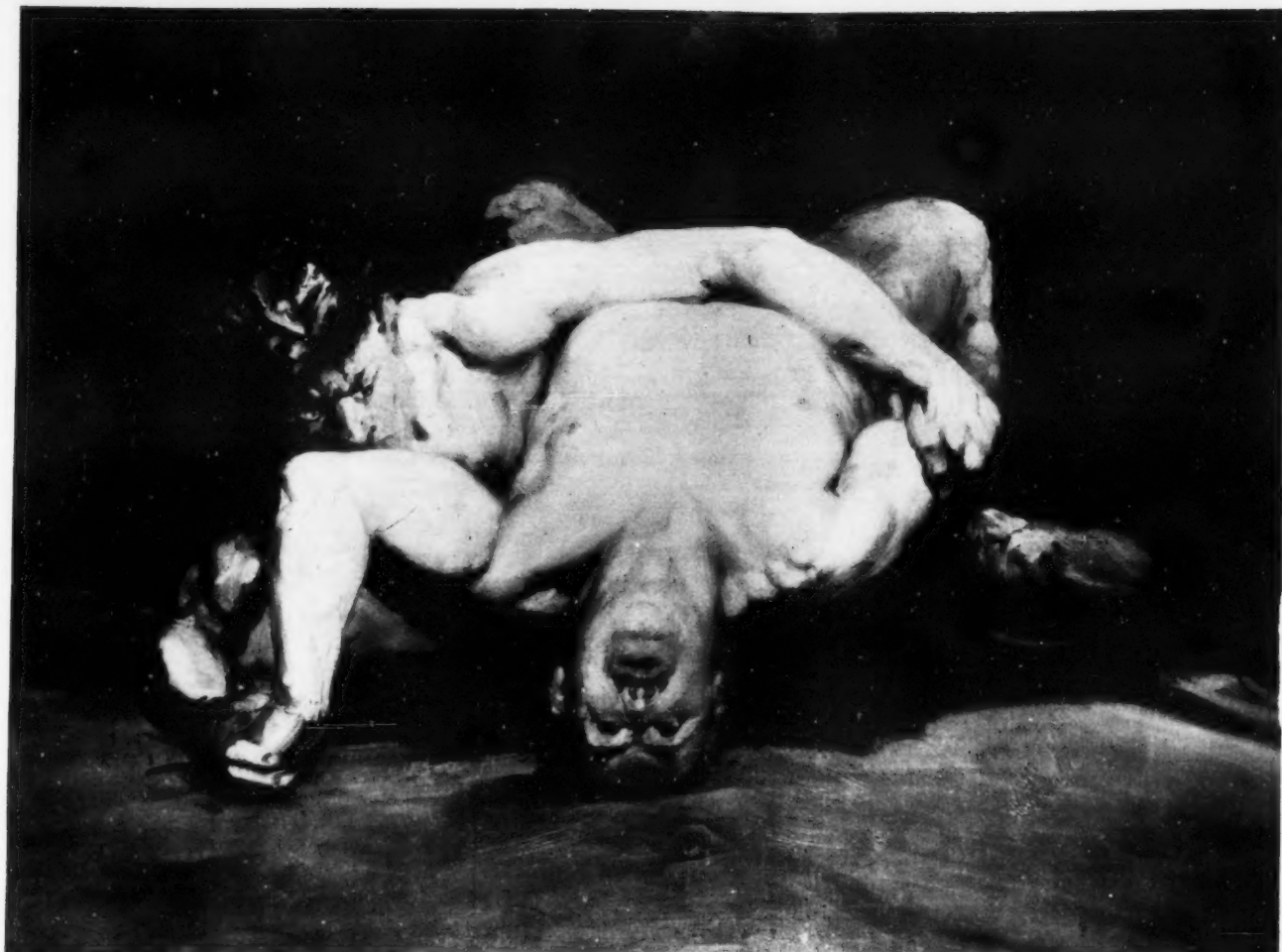
(No. 3.) AS A YOUNG MAN, PIP (PHILLIPS HOLMES) Is Apprenticed to His Brother-in-Law, Joe Gargery (Alan Hale). In the Presence of Estella (Jane Wyatt), Who, Despite the Inhibitions Cultivated by Miss Havisham, Has Grown Very Fond of Him, He Learns From His Sister (Rafaela Ottiano) That an Unknown Benefactor Has Left Him a Fortune With Which to Be Educated in London.



(No. 4.) SEVERAL YEARS LATER Pip, Now a Cultured Young Gentleman, Is Secretly Visited by Magwitch. Pip Discovers That the Convict Is Not Only His Benefactor but the Father of His Beloved Estella.



(No. 5.) PIP RETURNS TO HIS NATIVE VILLAGE and Finds Complete Happiness in the Affection of Estella.



In the World of Art

"THE WRESTLERS,"
BY GEORGE LUKS,
Painted in 1925. This Paint-
ing, Lent by the C. W. Krau-
shaar Art Galleries, Together
With the Others Illustrated
on This Page, Is Included in
the Memorial Exhibition
Commemorating the First
Anniversary of the Artist's
Death Now Open to the Pub-
lic at the Newark Museum,
Newark, N. J.

GEORGE BENJAMIN LUKS, American painter, whose representation in fourteen museums and many private collections identifies him as one of the most highly honored artists of modern times, was born at Williamsport, Pa., in 1867, of Dutch, French and Bavarian ancestry. After studying at the Pennsylvania Academy of Fine Arts he attended the Duesseldorf Academy and thereafter went to Paris and London. While abroad he visited the famous galleries and studied the masters with no inconsiderable profit to himself, and although he looked with honest admiration on many of the recognized masterpieces he left Europe firmly convinced that half of the world's paintings generally regarded as great were fakes.

His ambition in art was to paint in a typically American and revolutionary manner, and although duly respectful of European achievements he succeeded surprisingly well in escaping the influence of "schools" and "movements." His vigorous and adventurous life was always reflected by his canvases, and one of the most distinguished characteristics of his style was the forceful attack, reminiscent of his days as a football player and amateur boxer, given to each subject. Strong in his artistic convictions, he was ever willing to defend them with bare fists, and his whole philosophy of life was expressed in his opinion that anything worth having was worth fighting for. Matching his tempestuous spirit was an engaging, robust sense of humor which made him many more friends and admirers than his unequivocal criticism and uncompromising attitude lost.

George Luks Memorial Exhibition



"OTIS SKINNER AS COLONEL BRIDEAU."

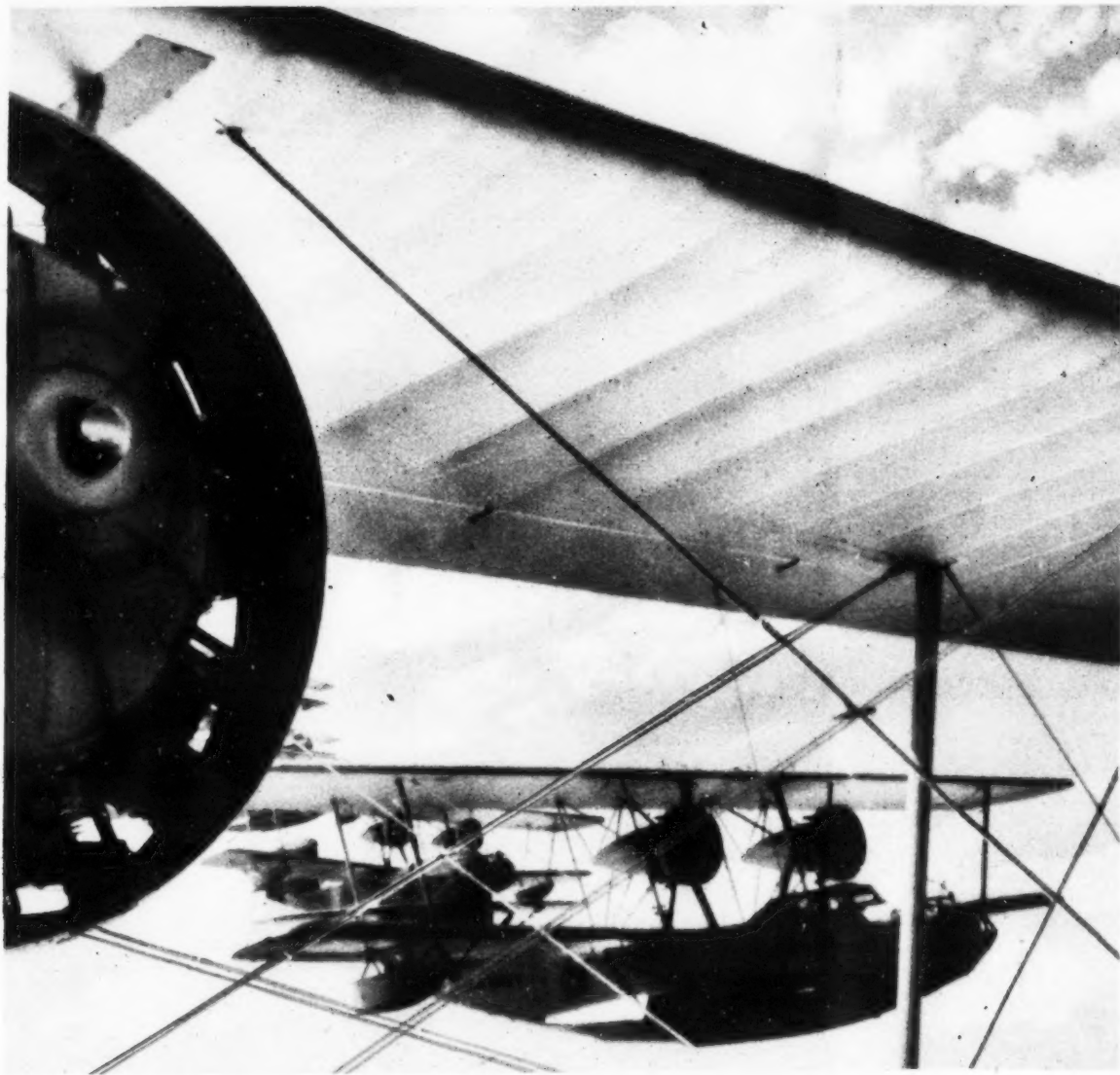
(Juley.)

At Left—

"THE SAND ARTIST,"

Painted in 1905. Lent by Miss Julia E. Peck.

(Juley.)



IN HEAVY MARCHING ORDER ALOFT: NAVAL BOMBING PLANES
 Photographed Through the Wings of the Leading Machine of the Squadron While on a Practice Flight
 From San Diego, Calif., to Santa Monica and Return, With Each Plane Carrying Its Full Quota of Bombs.
 (Universal Newsreel From Times Wide World Photos.)



THE ATHLETES OF ITALY PARADE BEFORE IL DUCE: PART OF A PROCESSION OF 15,000,
 Representing the Athletic Societies of Italy, Reviewed by Premier Mussolini at the Opening of the New
 Street Named for the Circus Maximus in Rome.
 (Times Wide World Photos.)

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 CONNECTICUT Shade Grown Wrapper
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50 Cigars \$1.50
 PACKED IN A METAL HUMIDOR
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STAGE PLAYS

ARCH SELWYN & HAROLD B. FRANKLIN present A LE GALLIENNE PRODUCTION

"L'Aiglon"

Adapted from EDMOND ROSTAND'S play by CLEMENCE DANE—with
Eva LE GALLIENNE —†— **Ethel BARRYMORE**
 and the CIVIC REPERTORY COMPANY
BROADHURST THEA. — Phone LAc. 4-1515 — Evs. 8:30 — Mats. 2:30.
 Evs. 55c to \$2.75 — Mats. Wed. and Sat., 55c to \$2.20.

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FRED STONE as JAYHAWKER

with WALTER C. KELLY

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 BRy. 9-0046 8:45

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MERRILY WE ROLL ALONG

A New Play by GEO. S. KAUFMAN and MOSS HART

"This play will surely make history in the American Theatre." — Gilbert Gabriel, American

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 Evs. 8:40. Mats. Thursday and Saturday at 2:40



BOOTH THEA.
 West 45th St.
 Evs. 8:40.
 Mats. Wed. & Sat., 2:40.

"A masterpiece
 of our time."
 World-Telegram.

Dwight Deere Winan and Aurio Lee present

SYBIL THORNDIKE

in John Van Druten's New Comedy

THE DISTAFF SIDE

with ESTELLE WINWOOD and VIOLA KEATS

BROCK PEMBERTON presents

PERSONAL APPEARANCE

with GLADYS GEORGE

A new comedy by Laurence Riley.
 Staged by Antoinette Perry and Mr. Pemberton.

"Makes you
 weak with
 laughter."
 —Brown,
 N. Y. Post.

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 Thea., W. 43. Evs. 8:40
 Mats. Thurs. & Sat. 2:30

"Mlle. Printemps is an impertinent delight . . . She brings a life and dash and a kind of civilized rogishness to the play."
 —Richard Lockridge, The Sun.

YVONNE ARCH SELWYN & HAROLD B. FRANKLIN present
PRINTEMPS in NOEL COWARD'S
 MUSICAL ROMANCE
"Conversation Piece"

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 SINCLAIR LEWIS' Dramatized by SIDNEY HOWARD

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The Comedy Hit!

THE FARMER TAKES A WIFE

with JUNE WALKER, HERB WILLIAMS, HENRY FONDA
 By FRANK B. ELSER and MARC CONNELLY. Directed by MR. CONNELLY
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 Moselle, Hungarian and
 Bordeaux Wines



CHARLES WINNINGER
 as He Appears in "Revenge With Music," Coming to the New
 Amsterdam Theatre.
 (Valente.)

STAGE PLAYS

ALEXANDER McKAIG PRESENTS

TALLULAH BANKHEAD
 in **"DARK VICTORY"**

A PLAY BY GEORGE BREWER, JR. and BERTRAM BLOCH
 With EARLE LARIMORE Directed by ROBERT MILTON
PLYMOUTH THEA., 45th Street, West of Broadway.
 Evs. 8:40. Mats. Thursday and Saturday, 2:40.

"A GREAT PLAY—SUPERB PRODUCTION." — Brooks Atkinson, N. Y. Times
 GEORGE BUSHAR and JOHN TUERK Present

Sean O'Casey's

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 And a Cast of Seventy
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 Evs. at 8:30. Mats. Wednesday & Saturday 2:30

PHOTO PLAYS

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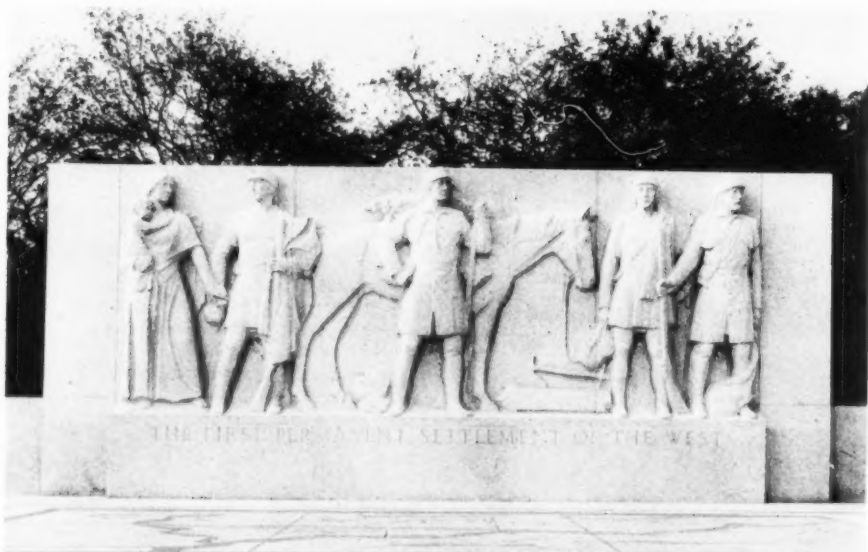
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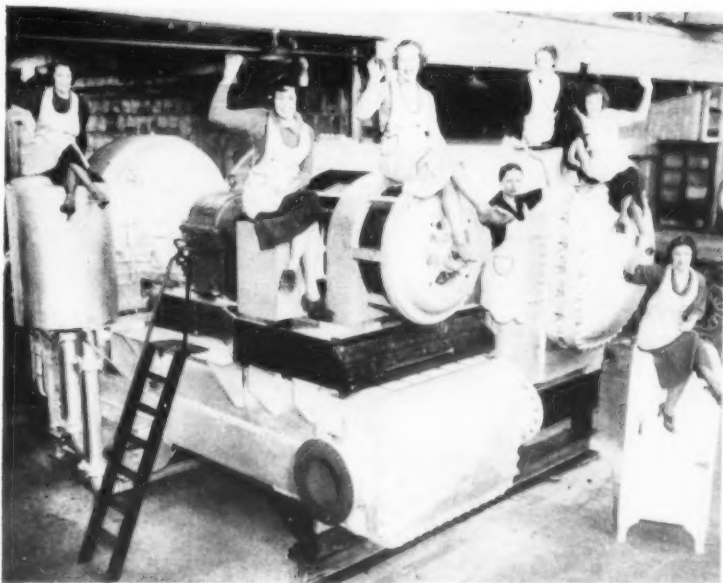
"KID MILLIONS"

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THE SYMBOLIC FRIEZE OF THE HARRODSBURG MONUMENT: GEORGE ROGERS CLARKE, Pioneer Statesman and Military Leader, Is Depicted in the Centre, While at the Right the Two Figures Represent Youth and Age and at the Left Is Shown a Frontier Farewell.

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An Amazingly Easy Way to IMPROVE YOUR MEMORY in One Single Evening

Let Us Send You this **FREE PROOF** that You Can Quickly Learn to Remember Names, Numbers, Facts, Quotations, Dates, Addresses, Prices, Faces—as Long as You Live!

DO YOU sometimes forget the very things you purposely wanted to remember? Are you embarrassing yourself in business and social life by being unable to recall the names of people you have met before? Do telephone numbers, addresses and figures slip your mind?

Few things can hold you back so much as an exasperating habit of forgetfulness.

If you have a poor memory—if you envy those fortunate few who seem to have a genius for remembering—then accept the remarkable offer made on this page. It will cost nothing for free proof that you, too, can have an exceptionally good memory.

Good Memory More Important Now Than Ever Before!

A good memory is worth money in any business or profession. The most efficient and successful men and women are those who *can* remember, instantly and accurately, whatever they have filed away in their mental "card-index." They talk more intelligently, they are more interesting and more convincing. They have the facts and figures "on the tips of their tongues" to back up every idea, every proposal, every discussion. No wonder they make the best executives, the most competent employees! And socially they are the most delightful companions for they have a wealth of reliable conversational knowledge that puts them at ease in any company.

Yet keep in mind this one important fact: no one was ever *born* with a good memory. True, some people do have unusually good memories, while others seem to be natural "forgetters." But they have *acquired* their retentive minds. They have discovered the truly amazing capacity for remembering that **EVERY** mind has, if properly developed!

Like a Fascinating GAME

And, strange as it may seem, strengthening your memory is not a difficult task at all. It does not require any prodigious study or concentration. In fact, a unique yet absolutely *proven* method makes it more like a fascinating game—one you will enjoy every minute as you follow it, in your spare time, at home. In just one evening you can master its surprisingly simple principle. In less than a week you can begin to see remarkable **RESULTS**. And in a few weeks you will be astonished at your new-found ability to **REMEMBER** any fact, name, or idea.

David M. Roth, the man who developed and perfected this system, is recognized as the greatest memory expert in the world. At dinners and banquets he is frequently called upon to demonstrate his famous system.

Why We Can GUARANTEE to Improve Your Memory

For example, suppose Mr. Roth is introduced to 60 to 100 or more people at a banquet. He has never laid eyes on them before. He is told their first names, middle initials, last names, their phone numbers and the nature of their businesses. After dinner, he turns his back to the diners while they change places, in an attempt to confuse him. Then he turns around and calls each one in turn by his full name; gives his telephone number and tells what business he is in!

More interesting facts about Mr. Roth's almost superhuman memory are given in the panel on the right. Yet he once had "a memory like a sieve." He forgot people's names thirty seconds after being introduced to them. He forgot errands. He was always fumbling through pockets for scrawled notes of addresses and telephone numbers.

Finally, in desperation, Mr. Roth decided that something had to be done about it. And the solution he hit upon is so *simple*, so absolutely *effective*, that we can guarantee it will improve *your* memory **IN ONE EVENING!**

Send No Money

Without sending a cent of money, simply fill out and mail the coupon below. We will send you at once the seven handy books which comprise the Roth Memory Course. The very first evening they arrive, go through them as much as you wish. Read the first book. If you do not find that even this one evening's reading of the course has actually given you a stronger, more reliable memory... **OR**, if at any time within five days you for any reason are dissatisfied... simply return the books.

But if you **DO** see improvement—if you **DO** agree that here is the most uncanny method of remembering that you have ever seen, and you are convinced that it **WILL** help you as it has helped thousands of other men and women—then, and not before, you may send us the new low price of only \$3.50, as payment in full for the course.

You have always wanted a better memory. Now you can have it! Remember, you pay nothing until you have proved to your own satisfaction that the Roth Memory Course will benefit you. Don't trust your memory to mail the coupon later. Tear it out now, while this page is before you, and get it into the mail, *without money*, while the idea is in your mind! Address: **WALTER J. BLACK, Inc., Dept. 1811, 2 Park Avenue, New York, N. Y.**



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David M. Roth, author of the Roth Memory Course, probably knows more men whose names he can recall instantly than any other person in the world. And most of these people he has met only once.

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Yet Mr. Roth says, "There is nothing miraculous about my being able to recall instantly anything I want to remember. Anyone with an average mind can learn quickly to do exactly the same things which seem miraculous when I do them!"

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Please send me, in plain container, the Roth Memory Course of seven lessons. I will either return the course to you within five days after its receipt or send you \$3.50 in full payment.

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